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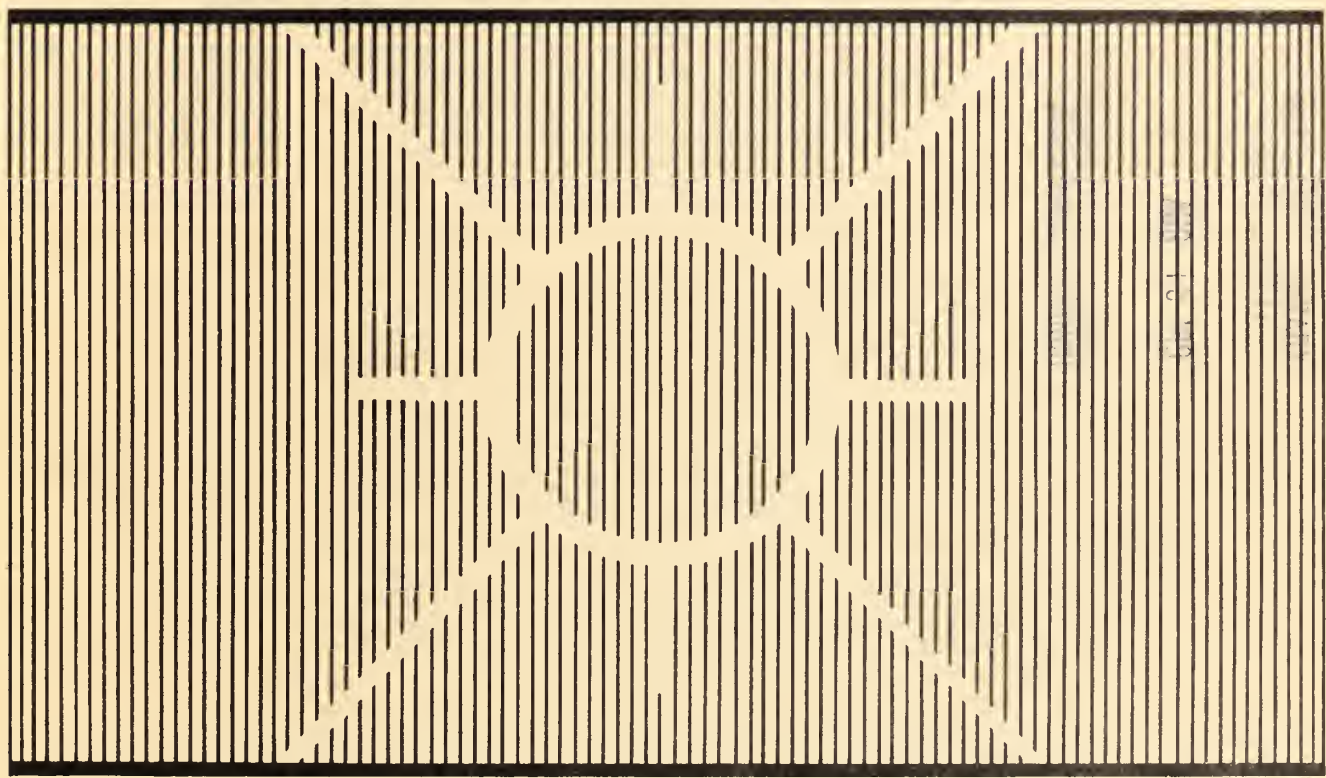
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N.C. Project 117

Directory of the 200 Largest U.S. Food and Tobacco Processing Firms 1975

SPECIAL REPORT

No. 2
Studies of the
Organization and
Control of the
U.S. Food System



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DIRECTORY OF THE 200 LARGEST
U.S. FOOD AND TOBACCO PROCESSING FIRMS
1975

By
John M. Connor
and
Loys L. Mather

Published jointly by
Economics, Statistics, and Cooperatives Service, U.S.D.A.
and
North Central Regional Project NC-117

July 1978

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ACKNOWLEDGEMENTS

The authors would like to thank the ESCS and NC-117 for support while compiling this directory. Bruce Marion, Willard Mueller, and Russell Parker also provided material assistance and helpful criticism at several stages. Much of the actual work in collecting and coding the data was done at the University of Wisconsin by three tireless and judicious assistants: Juan Morelli, Miguel Carriquiry, and Michael Pratzel. Major typing responsibility was born by Judith Goldenberg. Tom Houser performed most of the programming required for this directory.

ADDITIONAL COPIES

Copies of this directory can be obtained, as long as the supply lasts, by writing to:

Food Systems Research Group
Department of Agricultural Economics
905 University Avenue, Room 209
University of Wisconsin
Madison, Wisconsin 53706

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DIRECTORY OF THE 200 LARGEST
U.S. FOOD AND TOBACCO PROCESSING FIRMS, 1975

INTRODUCTION

Purpose and Scope of Directory

The primary objective of this directory is to provide a convenient reference source that details the size and diversity of the 200 largest U.S. manufacturers of food and tobacco products. The operations of many of the companies listed below are so varied and complex, and information on them is so scattered, that neither the average citizen nor the specialized researcher can adequately comprehend the far-reaching role that these firms play in our everyday lives.

The food and tobacco processing industries comprise a very substantial portion of the U.S. economy. In 1975 these industries shipped \$181 billion worth of goods, which accounted for 17 percent of all manufacturing shipments.¹ Processed items accounted for most of the \$214 billion spent by U.S. consumers on food, beverages, and tobacco; moreover, food expenditures amounted to 22.2 percent of all personal consumption in 1975.² The top 200 food processing firms accounted for a major portion of all domestic production (see "Characteristics of the Sample" below) and together hold most of the leading positions in most of the processed food industries.

This directory is predominately descriptive. No exhaustive analysis of the data is made here. However, a more complete analysis of these data can be found in an ESCS Agricultural Economics Report, Competition and the Role of the Largest Firms in the U.S. Food Processing Industries (1978). The intent of the authors is to provide a useful compendium of information on the economic aspects of these firms that reveals to some extent their competitive positions in the food and tobacco sectors. It should especially reveal the extent to which the 200 largest food manufacturers have become highly conglomerated enterprises and market

highly differentiated products. To that end, the directory was designed to be useful to researchers, educators, businessmen, consumerists, and public policy makers, as well as the concerned citizen.

To accommodate such varied interests, the data on the firms and their products are arranged both by industry and alphabetically. Data are included that measure the size of the companies in several ways and show something of the internal organization of the firms (that is, their lines of business). Data on certain crucial expenditures are provided, as are two measures of company profit performance. The bulk of the directory, however, is devoted to the individual products of these large food companies. While sales data cannot be obtained for any of these products, some indication of their relative importance in their respective market is given by measured-media advertising expenditures.

All the information displayed in this directory is from public sources (see "Sources of Data" below). But not all the public data that could be obtained were included herein. Certain financial and legal information was not included because there are several financial service companies that provide this information on a regular basis. Thus, the reader will not find information on long term debt, stock prices, corporate officers, addresses, or the names of subsidiary corporations. Moreover, this directory covers data taken from only the year 1975. Very little "historical" information is given, though this is often desirable.³

Every effort was made to determine the identity of the 200 largest food processing firms in 1975, but a few may have been inadvertently omitted.⁴ Similarly, an occasional error has likely been made in transcribing the information, although numerous checks were performed for internal consistency.

Organization of Directory

The main body of the directory is divided into three sections:

The first section lists the top 200 firms alphabetically (Exhibit 1). Next to each firm's name⁵ are several estimates of company sales, sales ratios, expenditure ratios, profitability, and other information referring to the company as a whole. Below each company name are the operating divisions or lines of business of the company.⁶ Next to each "division"

EXHIBIT 1

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DEAN FOODS COMPANY (CONTINUED)

19 HOFFMAN HOUSE SALAD DRESSINGS
20 MRS WEAVER CHICKEN SALAD
21 MRS WEAVER COLE SLAW

2035430
2099963
2099963

22 MRS WEAVER HAM SALAD
23 MRS WEAVER POTATO SALAD

2099963
2099963

FOOD SERVICE INDUSTRY

DIVISION SALES 11.1%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#
1 BAKERY BLEND MILK SUBSTITUTE FOR BAKING INDU	2000000
2 DEAN'S ASEPTIC CANNED PRODUCTS	2000000
3 DEAN'S NON-DAIRY COFFEE CREAMER	2026243
4 DEAN'S SUGAR	2062011

PRODUCT NAME	SIC#
5 DEAN'S CHOCOLATE VENDING POWDER	2060871
6 DEAN'S HOT CHOCOLATE DRINK MIX	2060871
7 DEAN'S PANCAKE AND WAFFLE SYRUP	2099310
8 DEAN'S WHIPPED TOPPING	2099966

DEL MONTE CORPORATION	*	TOTAL SALES	1430.0 MIL\$ U.S./TOTAL SALES	73.4%	PROFITS/EQUITY	15.5%	*		
*****	*	TOTAL ASSETS	778.0 MIL\$ FOOD/TOTAL SALES	76.6%	PROFITS/ASSETS	11.1%	*		
OWNERSHIP: U.S. PUBLIC CORP.	*	TOTAL ADVERTISING	16.5 MIL\$ U.S. FOOD/U.S. SALES	74.9%	ADVERTISING/SALES	1.2%	*		
.	*	MEDIA ADVERTISING	11.8 MIL\$ U.S./TOTAL PROFITS	60.7%	R&D/SALES	.7%	*		

CANNED FOODS AND DRIED FRUITS

DIVISION SALES 69.7%, DIVISION PROFITS 70.0%, DIVISION AD/SALES 1.1%

	PRODUCT NAME	SIC#
1	AYLMER FOODS	2000000
2	LIN-CAN FOOD PRODUCTS	2000000
3	DEL MONTE LITTLE LUNCH	2026433
4	DEL MONTE FOOD PRODUCTS	2030000
5	DEL MONTE CANNED FRUITS	2033100
6	DEL MONTE CANNED VEGETABLES	2033200
7	DEL MONTE CANNED FRUIT JUICE DRINK	2033400

	PRODUCT NAME	SIC#
8	DEL MONTE TOMATO PRODUCTS	2033600
9	DEL MONTE TOMATO SAUCE	2033613
10	DEL MONTE CATSUP	2033621
11	DEL MONTE TUNA	2091011
12	DEL MONTE FROZEN ALASKA SHRIMP	2094416
13	DEL MONTE PUDDING CUP DESSERTS	2094193
14	DEL MONTE PUDDING & FRUIT CUP	2099193

SNACK AND SPECIALTY FOODS

DIVISION SALES 6.9%, DIVISION PROFITS 1.0%, DIVISION AD/SALES .4%

	PRODUCT NAME	SIC#
1	GRANNY GOOSE FOODS	2000000
2	AWARD FROZEN ENTREE	2038225
3	PERKY FRUIT AND MEAT TURNOVER	2038231

	PRODUCT NAME	SIC#
4	GRANNY GOOSE GOOSE BARS	2065100
5	GRANNY GOOSE SNACKS	2099200
6	GRANNY GOOSE POTATO CHIPS	2099212

FRESH FRUITS

DIVISION SALES 12.4%, DIVISION PROFITS 26.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#
1 DEL MONTE PINEAPPLE	0174000

[illegible]

INSTITUTIONAL SERVICES

DIVISION SALES 6.6%, DIVISION PROFITS 1.8%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#
1 DEL MONTE FOOD PRODUCTS	2030000

[illegible]

DISTRIBUTION SERVICES

DIVISION SALES 4.4%. DIVISION PROFITS 1.2%. DIVISION AD/SALES .0%

name, the percentage of total company sales, profits, and measured media advertising accounted for by that division is indicated. Below each division name, arranged by type, are the names of all products marketed by that division, both domestic and foreign. Because of the nature of our data sources, one will occasionally find a product listed twice, often in combination with another product.⁷ Only products mentioned in company reports or in our advertising sources are included.⁸ Thus, the "products" list is not necessarily exhaustive, but it does include all those consumer products with a minimal amount of U.S. advertising by the company. Next to each product name is its Standard Industrial Classification (SIC) product code.

The second section ranks all 6,600 products of the top 200 food firms by industry categories corresponding to the Standard Industrial Classification (SIC) System used by the Census Bureau and other U.S. Government agencies⁹ (Exhibit 2). The SIC system categorizes products together that are similar in their use of constituent materials and methods of production.¹⁰ Increasing the number of digits increases the specificity of the category of products.¹¹ Since most foods differ in the minds of consumers primarily on the basis of their ingredients, this directory is organized using SIC codes. The SIC code also permits the reader to move from the first to the second listing, i.e., to locate the company's competitors for each of its products. Short titles of the product categories are also provided in the subheadings.

Next to each product in the SIC listing is its 1975 measured-media advertising expenditures. Dollar costs to the companies for advertisements on radio, television, daily newspapers, magazines, and billboards are estimated by actual sample monitoring of these media and the knowledge of their rate schedules. Total advertising expenditures may include other forms of promotion as well: rebates, discounts, coupons, free samples, free in-store displays, point-of-sale signs and posters, marketing research, and so forth. Thus, measured-media advertising is often only a portion of total company advertising expenses, and the proportion will vary across firms as well as industries. On average, about two-thirds of total U.S. food advertising expenditures consist of measured-media advertising.

EXHIBIT 2
PRODUCT LISTING BY S I C

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										
Canned Fruit Pie Filling										
2033160	COMSTOCK CANNED PIE FILLINGS	0	23	0	107	76	0	0	0	206
2033160	GLOBE FILLINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Applesauce										
2033171	BLUE BOY APPLESAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033171	KROGER APPLESAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033171	MOTTS APPLE SAUCE	0	142	0	18	0	0	0	0	160
2033171	MUSSELMAN'S APPLE PRODUCTS	0	0	0	50	0	0	0	0	50
2033171	STOKELY'S FINEST APPLESAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033171	THANK YOU APPLESAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Fruit Cocktail										
2033172	STOKELY'S FINEST FRUIT COCKTAIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Olives										
2033173	DURKEES OLIVES	0	6	0	0	0	0	0	0	6
2033173	MARIO'S OLIVES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033173	OPERTI OLIVES	0	7	0	9	0	0	0	0	16
2033173	SPANISH OLIVES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Peaches										
2033174	STOKELY'S FINEST PEACHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Pears										
2033175	STOKELY'S FINEST PEARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033175	THANK YOU PEARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Vegetables										
2033200	AUNT MARY'S VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	AUNT NELLIE'S VEGETABLES	0	0	0	78	0	0	27	0	105
2033200	BLUE BOY CANNED VEGETABLES	0	0	2	16	0	0	0	0	18
2033200	COCK O' THE WALK VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	CORINA VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	COUNTRY HOME CANNED VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	DEL MONTE CANNED VEGETABLES	567	1167	15	775	0	62	3	26	2615
2033200	DOUGLAS FOODS CANNED VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	GREEN GIANT CANNED VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	GREEN GIANT CANNED VEGETABLES	1170	479	17	17	0	0	5	0	1668
2033200	KROGER CANNED VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	LA CHOY VEGETABLES	0	0	0	14	0	0	0	0	14
2033200	LE SUEUR CANNED VEGETABLES	35	11	81	0	0	0	0	0	127
2033200	LIBBYS BUTTER-COOKED VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	LIBBYS CANNED VEGETABLES	658	51	0	85	0	0	0	0	794
2033200	LUCK'S CANNED VEGETABLES	0	199	0	13	0	0	2	0	214
2033200	PURITY CANNED VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	REDPACK CANNED VEGETABLES	0	0	146	345	33	0	0	0	524
2033200	SPECIALTY FOODS CANNED VEGETABLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033200	STOKELY'S FINEST CANNED VEGETABL	0	680	0	0	55	0	0	0	735
2033200	TOWNHOUSE CANNED VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Lima Beans										
2033203	BLUE BOY BUTTER LIMA BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA

The third main section of the directory lists the products alphabetically, divided into two parts—food and tobacco products first, non-food products second (Exhibit 3). Next to each product is the name of the company that markets the product.

Sources of Data

The top 200 food and tobacco manufacturers were chosen on the basis of a single size criterion: 1975 net U.S. processed food and tobacco sales (i.e., sales in SIC major industries 20 and 21 made from U.S. establishments).¹² While the criterion itself is simple, its derivation was not always a simple matter, primarily because of the high levels of sales and geographic diversification of many companies. Thus, most of the firms included are primarily industrial corporations, but in addition there are a number of large retail chains, wholesale distribution companies, marketing cooperatives, holding companies, and foreign-owned corporations—all with substantial U.S. food processing capacity. Many companies include in their sales figures agricultural production of unprocessed products, food retailing or wholesaling, and food service operations lumped together in their annual reports with their food processing sales. Others include the sales of both domestic and foreign subsidiaries in their food line of business. Some companies even include excise taxes in their sales figures. Pains were taken to produce as accurate a figure as possible for U.S. SIC 20 and 21 sales only. Ranges are given where point estimates were impossible (see Appendix A), but the midpoint of the range was used to rank the firms and calculate ratios.

Several sources were employed to identify the total sales of the largest food processors. First, other directories and lists of the largest industrials were examined. One important source is the "Fortune" magazine directories of the 1,000 largest U.S. industrials and the 500 largest non-U.S. industrials (appearing in the May and August issues each year, respectively). "Fortune", however, excludes firms with less than 50 percent of their sales in manufacturing and mining. Another source, important for locating very small and privately-owned firms, is 25,000 Leading U.S. Corporations, edited by Baldwin H. Ward (New York: News Front, 1970). This source is somewhat dated, however, and appears to

EXHIBIT 3

ALPHABETICAL PRODUCT LISTING
FOOD AND TOBACCO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
DEAN'S NON-DAIRY COFFEE CREAMER	DEAN FOODS COMPANY	DICKEY SNACK FOODS	AMERICAN BRANDS INC
DEAN'S ORANGE JUICE	DEAN FOODS COMPANY	DICUPERA AMARETTO LIQUEUR	NATIONAL DISTILLERS AND CH
DEAN'S PANCAKE AND WAFFLE SYRUP	DEAN FOODS COMPANY	DIEGO COOKIES	GENERAL MILLS INC
DEAN'S SKIMMED MILK	DEAN FOODS COMPANY	DIET DELIGHT CANNED FRUITS	CALIFORNIA CANNERS AND GRO
DEAN'S SOUR CREAM	DEAN FOODS COMPANY	DIET DELIGHT MULTI-PRODUCT ADVERTISI	CALIFORNIA CANNERS AND GRO
DEAN'S SUGAR	DEAN FOODS COMPANY	DIET FLEISCHMANN'S MARGARINE	STANDARD BRANDS
DEAN'S WHIPPED TOPPING	DEAN FOODS COMPANY	DIET IMPERIAL IMITATION MARGARINE	UNILEVER
DEAN'S WHIPPING CREAM	DEAN FOODS COMPANY	DIET PEPSI-COLA	PEPSICO INC
DEAN'S YOGURT	DEAN FOODS COMPANY	DIET RITE COLA	BEATRICE FOODS CO
DECKER BACON	GREYHOUND CORPORATION	DIET RITE COLA	ROYAL CROWN COLA CO
DECKER HOT DOGS	GREYHOUND CORPORATION	DIET RITE COLA CONCENTRATE	ROYAL CROWN COLA CO
DEEP BROWN BEANS	NESTLE ALIMENTANA S A	DIET-ERBA BABY FOODS	H J HEINZ COMPANY
DEEP DISH FROZEN PIZZA	GENERAL MILLS INC	DIET-RITE COLA	SOUTHDOWN, INC
DEER PARK SPRING WATER	NESTLE ALIMENTANA S A	DINNER BELL PROCESSED MEATS	DINNER BELL FOODS INC
DEER PARK SPRING WATER SWEEPSTAKES	NESTLE ALIMENTANA S A	DINNER BELL SMOKING TOBACCO	LIGGETT & MYERS INCORPORATE
DEINHARD WINES	STANDARD BRANDS	DINNER BELL VALU-TRIM FRESH PORK	DINNER BELL FOODS INC
DEKUYPER CORDIALS	NATIONAL DISTILLERS AND CH	DINNERTIME FOOD PRODUCTS	CARNATION COMPANY
DEKUYPER FRUIT-FLAVORED BRANDIES	NATIONAL DISTILLERS AND CH	DINTY MOORE CANNED STEWS	GEO A HORMEL & COMPANY
DEL MONTE CANNED FRUIT JUICE DRINK	DEL MONTE CORPORATION	DINTY MOORE FROZEN BEEF STEW	GEO A HORMEL & COMPANY
DEL MONTE CANNED FRUITS	DEL MONTE CORPORATION	DIPAC SPECIALTY SUGAR	AMSTAR CORPORATION
DEL MONTE CANNED VEGETABLES	DEL MONTE CORPORATION	DITTOS POTATOE CHIPS	PET INCORPORATED
DEL MONTE CATSUP	DEL MONTE CORPORATION	DIXIANA FROZEN FOODS	SPRINGS MILLS, INC
DEL MONTE FOOD PRODUCTS	DEL MONTE CORPORATION	DIXIE BELLE GIN	PUBLICER INDUSTRIES INC
DEL MONTE FOOD PRODUCTS	DEL MONTE CORPORATION	DIXIE CORN OIL	STOKELY-VAN CAMP INC
DEL MONTE FROZEN ALASKA SHRIMP	DEL MONTE CORPORATION	DIXIE CRYSTALS SUGAR	SAVANNAH FOODS & INDUSTRIE
DEL MONTE LITTLE LUNCH	DEL MONTE CORPORATION	DIXIE MARGARINE	STOKELY-VAN CAMP INC
DEL MONTE PINEAPPLE	DEL MONTE CORPORATION	DIXIE PORTLAND WHEAT FLOURS	FEDERAL COMPANY
DEL MONTE PUDDING CUP DESSERTS	DEL MONTE CORPORATION	DIXIE SHORTENING	STOKELY-VAN CAMP INC
DEL MONTE PUDDING & FRUIT CUP	DEL MONTE CORPORATION	DIXIE VEGETABLE OIL	STOKELY-VAN CAMP INC
DEL MONTE TOMATO PRODUCTS	DEL MONTE CORPORATION	DUGGIE BAG MEAT SNACKS FOR PETS	GENERAL MILLS INC
DEL MONTE TOMATO SAUCE	DEL MONTE CORPORATION	DOLE BANANAS	CASTLE & COOKE INC
DEL MONTE TUNA	DEL MONTE CORPORATION	DOLE BANANAS BORDENS COND MILK KELLO	CASTLE & COOKE INC
DELACKE COOKIES	CAMPBELL SOUP COMPANY	DOLE CANNED FRUITS	CASTLE & COOKE INC
DELACKE PASTRIES	CAMPBELL SOUP COMPANY	DOLE FRESH MUSHROOMS	CASTLE & COOKE INC
DELAFORE PORTS	KECKITT & COLEMAN LTD	DOLE FRESH PINEAPPLE	CASTLE & COOKE INC
DELAHAIN COGNAC	STANDARD BRANDS	DOLE ORANGES	CASTLE & COOKE INC
DELI GOURMET SPECIALTY MEAT PRODUCTS	INTERNATIONAL MULTIFOODS C	DOLE PINEAPPLE	CASTLE & COOKE INC
DELITE BOXED BEEF	MRPXL CORPORATION	DOLE PINEAPPLE HORMEL HAM & ROYAL PR	CASTLE & COOKE INC
DELMONICO SPAGHETTI	HERSHEY FOODS CORPORATION	DOLLY MADISON CAKES	INTERSTATE BRANDS CORPORAT
DELSON CANDY	CONSOLIDATED FOODS CORPORA	DOLLY MADISON PIES	INTERSTATE BRANDS CORPORAT
DEMEKARA RUM	STANDARD BRANDS	DOLPHIN FROZEN FISH	SCM CORPORATION
DEMNISON'S CHILI	AMERICAN HOME PRODUCTS COR	DOMINADE DRY SOFT DRINK BASE	AMSTAR CORPORATION
DENTLER-FACS FOOD SNACKS	PET INCORPORATED	DOMINO CONDIMENTS INDIVIDUAL SERVICE	AMSTAR CORPORATION
DENTLER-FACS POTATO CHIPS	PET INCORPORATED	DOMINO REFINED CANE SUGARS	AMSTAR CORPORATION
DENTYNE DYNAMINTS	WARNER-LAMBERT COMPANY	DOMINO SUGAR INDIVIDUAL SERVICES	AMSTAR CORPORATION
DENTYNE GUM	WARNER-LAMBERT COMPANY	DON DIEGO CIGARS	GULF & WESTERN INDUSTRIES
DENTYNE GUM	WARNER-LAMBERT COMPANY	DON MARCOS CIGARS	GULF & WESTERN INDUSTRIES
DERINGER CIGARS	AMERICAN BRANDS INC	DON MIGUEL CIGARS	GULF & WESTERN INDUSTRIES
DESCEA COFFEE	GENERAL FOODS CORPORATION	DON OPICI WINES	AMERICAN BRANDS INC
DESHOND & DUFF DELUXE 12 YEAR OLD SC	GLENMORE DISTILLERS CO	DON Q PUERTO RICAN RUM	HEUBLEIN INC
DESHOND & DUFF SCOTCH WHISKEY	GLENMORE DISTILLERS CO	DOORNKAAAT GIN	RAPID-AMERICAN CORPORATION
DEWARS ANCESTOR SCOTCH	RAPID-AMERICAN CORPORATION	DOPFF WINES	LIGGETT & MYERS INCORPORATE
DEWARS BLENDED SCOTCH WHISKY	RAPID-AMERICAN CORPORATION	DORAL CIGARETTES ADVERTISING	R J REYNOLDS INDUSTRIES IN
DIAMOND HEAD SOFT DRINK	COCA-COLA BOTTLING LOS ANG	DORAL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN
DICKEY POTATO CHIPS	AMERICAN BRANDS INC	DORAL MENTHOL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN

The third main section of the directory lists the products alphabetically, divided into two parts—food and tobacco products first, non-food products second (Exhibit 3). Next to each product is the name of the company that markets the product.

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The top 200 food and tobacco manufacturers were chosen on the basis of a single size criterion: 1975 net U.S. processed food and tobacco sales (i.e., sales in SIC major industries 20 and 21 made from U.S. establishments).¹² While the criterion itself is simple, its derivation was not always a simple matter, primarily because of the high levels of sales and geographic diversification of many companies. Thus, most of the firms included are primarily industrial corporations, but in addition there are a number of large retail chains, wholesale distribution companies, marketing cooperatives, holding companies, and foreign-owned corporations—all with substantial U.S. food processing capacity. Many companies include in their sales figures agricultural production of unprocessed products, food retailing or wholesaling, and food service operations lumped together in their annual reports with their food processing sales. Others include the sales of both domestic and foreign subsidiaries in their food line of business. Some companies even include excise taxes in their sales figures. Pains were taken to produce as accurate a figure as possible for U.S. SIC 20 and 21 sales only. Ranges are given where point estimates were impossible (see Appendix A), but the midpoint of the range was used to rank the firms and calculate ratios.

Several sources were employed to identify the total sales of the largest food processors. First, other directories and lists of the largest industrials were examined. One important source is the "Fortune" magazine directories of the 1,000 largest U.S. industrials and the 500 largest non-U.S. industrials (appearing in the May and August issues each year, respectively). "Fortune", however, excludes firms with less than 50 percent of their sales in manufacturing and mining. Another source, important for locating very small and privately-owned firms, is 25,000 Leading U.S. Corporations, edited by Baldwin H. Ward (New York: News Front, 1970). This source is somewhat dated, however, and appears to

EXHIBIT 3

ALPHABETICAL PRODUCT LISTING
FOOD AND TOBACCO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
DEAN'S NON-DAIRY COFFEE CREAMER	DEAN FOODS COMPANY	DICKEY SNACK FOODS	AMERICAN BRANDS INC
DEAN'S ORANGE JUICE	DEAN FOODS COMPANY	DICUPERA AMARETTO LIQUEUR	NATIONAL DISTILLERS AND CH
DEAN'S PANCAKE AND WAFFLE SYRUP	DEAN FOODS COMPANY	DIEGO COOKIES	GENERAL MILLS INC
DEAN'S SKIMMED MILK	DEAN FOODS COMPANY	DIET DELIGHT CANNED FRUITS	CALIFORNIA CANNERS AND GRO
DEAN'S SOUR CREAM	DEAN FOODS COMPANY	DIET DFLIGHT MULTI-PRODUCT ADVERTISI	CALIFORNIA CANNERS AND GRO
DEAN'S SUGAR	DEAN FOODS COMPANY	DIET FLEISCHMANN'S MARGARINE	STANDARD BRANDS
DEAN'S WHIPPED TOPPING	DEAN FOODS COMPANY	DIET IMPERIAL IMITATION MARGARINE	UNILEVER
DEAN'S WHIPPING CREAM	DEAN FOODS COMPANY	DIET PEPSI-COLA	PEPSICO INC
DEAN'S YOGURT	DEAN FOODS COMPANY	DIET RITE COLA	BEATRICE FOODS CO
DECKER BACON	GREYHOUND CORPORATION	DIET RITE COLA	ROYAL CROWN COLA CO
DECKER HOT DOGS	GREYHOUND CORPORATION	DIET RITE COLA CONCENTRATE	ROYAL CROWN COLA CO
DEEP BROWN BEANS	NESTLE ALIMENTANA S A	DIET-ERGA BABY FOODS	H J HEINZ COMPANY
DEEP DISH FROZEN PIZZA	GENERAL MILLS INC	DIET-RITE COLA	SOUTHDOWN, INC
DEER PARK SPRING WATER	NESTLE ALIMENTANA S A	DINNER BELL PROCESSED MEATS	DINNER BELL FOODS INC
DEER PARK SPRING WATER SWEEPSTAKES	NESTLE ALIMENTANA S A	DINNER BELL SMOKING TOBACCO	LIGGET & MYERS INCORPORATE
DEIGHARD WINES	STANDARD BRANDS	DINNER BELL VALU-TRIM FRESH PORK	DINNER BELL FOODS INC
DEKUYPER CORDIALS	NATIONAL DISTILLERS AND CH	DINNERTIME FOOD PRODUCTS	CARNATION COMPANY
DEKUYPER FRUIT-FLAVORED BRANDIES	NATIONAL DISTILLERS AND CH	DINTY MOORE CANNED STEWS	GEO A HORMEL & COMPANY
DEL MONTE CANNED FRUIT JUICE DRINK	DEL MONTE CORPORATION	DINTY MOORE FROZEN BEEF STEW	GEO A HORMEL & COMPANY
DEL MONTE CANNED FRUITS	DEL MONTE CORPORATION	DIPAC SPECIALTY SUGAR	AMSTAR CORPORATION
DEL MONTE CANNED VEGETABLES	DEL MONTE CORPORATION	DITTOS POTATOE CHIPS	PET INCORPORATED
DEL MONTE CATSUP	DEL MONTE CORPORATION	DIXIANA FROZEN FOODS	SPRINGS MILLS, INC
DEL MONTE FOOD PRODUCTS	DEL MONTE CORPORATION	DIXIE BELLE GIN	PUBLICAKER INDUSTRIES INC
DEL MONTE FOOD PRODUCTS	DEL MONTE CORPORATION	DIXIE CORN OIL	STOKELY-VAN CAMP INC
DEL MONTE FROZEN ALASKA SHRIMP	DEL MONTE CORPORATION	DIXIE CRYSTALS SUGAR	SAVANNAH FOODS & INDUSTRIE
DEL MONTE LITTLE LUNCH	DEL MONTE CORPORATION	DIXIE MARGARINE	STOKELY-VAN CAMP INC
DEL MONTE PINEAPPLE	DEL MONTE CORPORATION	DIXIE POPTLAND WHEAT FLOURS	FEDERAL COMPANY
DEL MONTE PUDDING CUP DESSERTS	DEL MONTE CORPORATION	DIXIE SHORTENING	STOKELY-VAN CAMP INC
DEL MONTE PUDDING & FRUIT CUP	DEL MONTE CORPORATION	DIXIE VEGETABLE OIL	STOKELY-VAN CAMP INC
DEL MONTE TOMATO PRODUCTS	DEL MONTE CORPORATION	DOGGIE BAG MEAT SNACKS FOR PETS	GENERAL MILLS INC
DEL MONTE TOMATO SAUCE	DEL MONTE CORPORATION	DOLE BANANAS	CASTLE & COOKE INC
DEL MONTE TUNA	DEL MONTE CORPORATION	DOLE BANANAS BORDENS COND MILK KELLO	CASTLE & COOKE INC
DELACRE COOKIES	CAMPBELL SOUP COMPANY	DOLE CANNED FRUITS	CASTLE & COOKE INC
DELACRE PASTRIES	CAMPBELL SOUP COMPANY	DOLE FRESH MUSHROOMS	CASTLE & COOKE INC
DELAFORE PORTS	KECKITT & COLEMAN LTD	DOLE FRESH PINEAPPLE	CASTLE & COOKE INC
DELAMAIN COGNAC	STANDARD BRANDS	DOLE OPANGES	CASTLE & COOKE INC
DELI GOURMET SPECIALTY MEAT PRODUCTS	INTERNATIONAL MULTIFOODS C	DOLE PINEAPPLE	CASTLE & COOKE INC
DELITE BOXED BEEF	MAPXL CORPORATION	DOLE PINEAPPLE HORMEL HAM & ROYAL PR	CASTLE & COOKE INC
DELMONICO SPAGHETTI	HERSHEY FOODS CORPORATION	DOLLY MADISON CAKES	INTERSTATE BRANDS CORPORAT
DELSON CANDY	CONSOLIDATED FOODS CORPORA	DOLLY MADISON PIES	INTERSTATE BRANDS CORPORAT
DEMEKARA RUM	STANDARD BRANDS	DOLPHIN FROZEN FISH	SCM CORPORATION
DEHNISON'S CHILI	AMERICAN HOME PRODUCTS COR	DOMINADE DRY SOFT DRINK BASE	AMSTAR CORPORATION
DENTLER-FACS FOOD SNACKS	PET INCORPORATED	DOMINO CONDMENTS INDIVIDUAL SERVICE	AMSTAR CORPORATION
DENTLER-FACS POTATO CHIPS	PET INCORPORATED	DOMINO REFINED CANE SUGARS	AMSTAR CORPORATION
DENTYNE DYNAMINTS	WARNER-LAMBERT COMPANY	DOMINO SUGAR INDIVIDUAL SERVICES	AMSTAR CORPORATION
DENTYNE GUM	WARNER-LAMBERT COMPANY	DON DIEGO CIGARS	GULF & WESTERN INDUSTRIES
DENTYNE GUM	WARNER-LAMBERT COMPANY	DON MARCOS CIGARS	GULF & WESTERN INDUSTRIES
DERINGER CIGARS	AMERICAN BRANDS INC	DON MIGUEL CIGARS	GULF & WESTERN INDUSTRIES
DESCA COFFEE	GENERAL FOODS CORPORATION	DON OPICI WINES	AMERICAN BRANDS INC
DESHOND & DUFF DELUXE 12 YEAR OLD SC	GLENMORE DISTILLERS CO	DON Q PUERTO RICAN RUM	HEUBLEIN INC
DESHOND & DUFF SCOTCH WHISKEY	GLENMORE DISTILLERS CO	DOORNKAAT GIN	RAPID-AMERICAN CORPORATION
DEWARS ANCESTOR SCOTCH	RAPID-AMERICAN CORPORATION	DOPFF WINES	LIGGET & MYERS INCORPORATE
DEWARS BLENDED SCOTCH WHISKY	RAPID-AMERICAN CORPORATION	DORAL CIGARETTES ADVERTISING	R J REYNOLDS INDUSTRIES IN
DIAMOND HEAD SOFT DRINK	COCA-COLA BOTTLING LOS ANG	DORAL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN
DICKEY POTATO CHIPS	AMERICAN BRANDS INC	DORAL MENTHOL FILTER CIGARETTES	

ignore cooperatives. For cooperatives, we utilized a "Tentative List of 100 Largest Marketing and Farm Supply Cooperatives" provided to us by the Farmer Cooperative Service of the U.S.D.A. from their Financial Profile Study of 1975-76. This list gave only total sales, assets, and addresses. For privately held and nonindustrial U.S. companies, two "Forbes" magazine articles were utilized.¹³ In addition, several trade magazines occasionally proved useful.¹⁴

A second major group of sources are the large number of regularly published financial manuals.¹⁵

All of these manuals and directories were used to develop a working list of several hundred companies. To determine in greater detail the nature of their operations, all the firms that appeared to have at least \$75 million in 1975 food or tobacco processing sales were contacted and requested to send copies of their latest company annual reports, S.E.C. 10-K forms, and other materials describing their business. These reports constituted the major source of information and were particularly helpful for separating food processing income from other manufacturing revenues and for distinguishing domestic from foreign sales. From these annual reports we also extracted data on lines of business, balance sheet items, advertising and R&D expenditures, taxes and interest expenses, net revenues, foreign products, and unadvertised products.

A supplementary data source was a tape obtained from a New York marketing research firm, Economic Information Services, Inc. (EIS). This tape purported to include every continental U.S. manufacturing establishment with 20 or more employees of every company with one or more such plant in SIC industries between 2011 and 2141. The sales of each plant were estimated by EIS by multiplying the employment size by the industry's overall labor/output ratio. The sales of all plants in the same four digit SIC industry owned or operated by the same company were aggregated; those sales were then adjusted such that they conformed to industry's national shipments for 1975 reported in the U.S. Industrial Outlook 1977 (these are based on early returns from the Annual Survey of Manufacturers of the Department of Commerce). Finally, sales in SIC 20 and 21 were aggregated.

The estimates of sales and assets derived from both company reports and the EIS tape are shown in the master list in Appendix A. The top 200 firms were selected on the basis of the last column of that list, "U.S. Food Sales", or, if that estimate could not be made from public sources,¹⁶ the EIS estimate was the basis. The 200th firm in the directory had U.S. food and tobacco sales estimated to be \$121 million in 1975.¹⁷ In addition to sales and asset data, the master list gives the ownership status of the firms; when no status is indicated, the company is a publically held (voting shares are traded on a regulated stock exchange or over the counter) corporation with its headquarters in the United States. Firms believed to be privately or cooperatively owned or headquartered outside the United States are so identified. In addition, the master list indicates recent name changes, acquisitions of large companies, and the ultimate parent company of certain well known subsidiaries. Finally, the master list gives an estimate of the principal business and the principal food processing activity of each company. The single four-digit SIC category accounting for at least 10 to 20 percent of the company's total sales appears to the right of the company name; if the company is not primarily a food or tobacco processing firm, a second SIC number indicates its principal food activity; if no four-digit SIC code encompasses at least 10 percent of sales, a three (or two) digit numeral is substituted (with trailing zeros).¹⁸ The top 200 companies are arranged by both SIC designations in Appendix B of this directory.

Data on sales and certain expenditures (total advertising, research and development) were taken from annual reports or the basic financial manuals. Standards of reporting on these items are known to vary considerably from company to company, but reporting standards were more uniform in 1975 than in preceding years.

Profitability data are taken from the same sources. The year 1975 was somewhat unusual from the point of view of corporate profits. The profits of all manufacturing corporations peaked in the second quarter of 1974, fell rapidly until the first quarter of 1975, but recovered quickly to "normal" levels throughout the latter half of 1975 and first half of 1976 (Federal Trade Commission, Quarterly Financial Report). However,

the after-tax profits of food manufacturers continued their steady rise begun in 1950 (Table 1). Profit rates on stockholders' equity for food processing firms with fiscal years ending between mid 1975 and mid 1976 averaged between 14 and 15 percent (tobacco company profits averaged about 16 percent in the same period). This range is considerably higher than the 11.6 percent average profit rate for the rest of manufacturing in 1975.

Data on media advertising expenditures were derived from several sources. The major source was the "Company/Brand \$" volume published by Leading National Advertisers, Inc. for January-December 1975. All companies with estimated annual expenditures of at least \$25,000 on six different media (network TV, spot TV, network radio, magazines, newspaper supplements, and outdoor) are included. Advertising expenditures are estimated by actual monitoring of a sample of such media outlets and the application of published rate schedules to the time or space purchased. Network TV and radio expenditures are based on all time purchased on the three major national U.S. networks. Advertising appearing in nearly 100 general consumer magazines and 4 weekly newspaper supplements are carefully measured for size, location, and format. Spot television expenditures are based on a sample of 260 TV stations located in 75 large representative markets. The sample results are projected to produce national brand-advertising expenditures. Finally, outdoor advertising costs are calculated for outside posters and billboards located in all markets with a population of 100,000 or more.

Newspaper advertising was compiled from the "Blue Book" for 1975, published by Media Records, Inc. Media Records measures lineage in 183 daily and Sunday newspapers located in 59 cities. Newspaper expenditures (excluding supplements) are then projected to the 125 largest U.S. markets for all companies advertising in at least three different cities. Spot radio expenditures were derived from a sample of approximately 800 radio stations in more than 150 markets by Radio Expenditure Reports, Inc. The sample represents an estimated 80 percent of total national radio advertising expenditures.

From the three sources, it is possible to estimate total measured-media expenditures in the U.S. for all eight media in 1975. For food, beverages, and tobacco products the totals were:¹⁹

Table 1 -- After-tax profit rates on equity for manufacturing companies

Period		Average profit rates	
		Food manufacturing	All manufacturing
		<u>Percent</u>	
1951-55		8.3	11.2
1956-60		8.9	10.3
1961-65		9.5	10.7
1966-70		10.9	11.6
1971		11.0	9.7
1972		11.0	10.6
1973		12.8	13.1
1974		13.8	14.9
1975		14.4	11.6
1976		14.9	14.0
1974	Quarter I	12.4	14.3
	Quarter II	12.8	16.7
	Quarter III	15.4	15.4
	Quarter IV	14.7	13.2
1975	Quarter I	10.7	9.0
	Quarter II	15.0	11.8
	Quarter III	17.2	12.4
	Quarter IV	14.6	13.1
1976	Quarter I	13.3	13.3
	Quarter II	16.3	15.7
	Quarter III	16.8	13.7
	Quarter IV	13.1	13.1

Source: Quarterly Financial Reports, Federal Trade Commission.

Network TV	\$ 647,252,000
Spot TV	717,903,000
Newspapers	302,819,000
Newspaper Supplements	54,059,000
Magazines	347,823,000
Network Radio	13,946,000
Spot Radio	113,673,000
Outdoor	120,985,000
	<u>\$2,318,460,000</u>

Characteristics of the Sample

The 200 firms in this directory account for a large proportion of the sales of the entire U.S. food and tobacco processing sector. Total 1975 shipments of all plants located in SIC major industry groups 20 and 21 were \$181 billion, according to the Annual Survey of Manufacturers. But shipments of all processed food and tobacco products from plants in all industry groups (a more accurate measure) totaled only \$168.9 billion, of which \$161.3 was food and \$7.6 tobacco products. The 200 largest food firms accounted for about 64 percent of that activity (Table 2).²⁰ That percentage somewhat understates the true proportion because intra-firm, inter-plant shipments are not counted as company net sales in their consolidated financial reports. Total worldwide net sales in all industries by the 200 amounted to \$275 billion in 1975; approximately 75 percent of those sales originated from establishments located in the United States, and about 53 percent were generated by their food and tobacco manufacturing operations.

There is a great range of sizes represented among the 200 largest food firms. Total 1975 sales range from \$121 to \$13,967 million. Moreover, their size distribution is quite skewed: the 20 largest firms accounted for 30 percent of the total sales of the top 200, while the 50 largest are responsible for 63 percent (Table 2). Finally, the larger firms among the 200 exhibit decidedly greater product and geographic diversity than do the smaller firms. Among the publicly owned, U.S.-based companies in the sample, those with total sales of over \$1 billion derived only 47 percent of their revenues from food and tobacco processing sales; the firms with sales of under \$500 million, however, derived fully 91 percent of their revenues from that source. Similarly, among all U.S.-based companies in

Table 2 -- Size and characteristics of the 200 largest food and tobacco processing companies, 1975

Companies ranked by their U.S. food and tobacco manufacturing sales	Sales of the 200 largest				Share of total U.S. food and tobacco processing shipments
	Total	U.S.	Food and tobacco processing	U.S. food and tobacco processing	
	<u>-----Billion dollars-----</u>				<u>Percent</u>
10 largest	38.5	32.6	28.7	23.8	14.1
20 largest	85.8	63.8	51.2	38.2	22.6
50 largest	169.5	123.0	93.7	66.7	39.5
100 largest	214.8	161.3	119.6	88.7	52.5
200 largest	275.9	207.2	145.4	107.3	63.5

the sample, the billion-dollar-plus companies averaged 20 percent of their total sales from foreign operations, while among the food firms less than half that size only 2 percent of their sales were foreign.

Most of the 200 largest food firms are legally organized as public corporations, though 26 are privately held and 17 are cooperatives (Table 3).²¹ Very little of the sales of these "non-public" U.S. firms are outside the U.S.; these companies are generally small. Only three private companies (Dubuque Packing, Continental Grain, and Cargill) and one cooperative (Land O'Lakes) rank among the top 50 food firms. Most of the private companies produce meat or grain products, and most of the cooperatives are manufacturers of dairy or grain products.

The foreign-owned food firms among the top 200 are based in the United Kingdom,²² Canada, and Switzerland. Together they account for over 15 percent of the total worldwide sales of the top 200 but only 5 percent of the U.S. sales of the sample. Three foreign companies rank among the top 50 food processors in the U.S. (Unilever, Seagrams, and Nestlé) and are very large indeed; both Unilever and Nestlé are larger in terms of total sales than Kraftco, the largest U.S.-owned firm principally engaged in food processing.

Table 3 -- Ownership characteristics of the 200 largest food and tobacco processing companies, 1975

Ownership status	Number	Sales of the 200 largest companies		
		Total	U.S.	U.S. food and tobacco processing sales
	Number	-----Billion dollars-----		
U.S. public corporations	144	201.2	164.0	87.4
U.S. private companies	26	22.0	21.7	8.1
U.S. cooperatives	17	11.2	11.2	6.2
U.S.-owned companies	187	234.4	196.9	101.7
United Kingdom-owned	7	26.3	5.4	3.0
Canadian-owned	5	8.2	3.6	1.4
Swiss-owned	1	7.0	1.3	1.3
Foreign-owned	13	41.5	10.3	5.7
Total	200	275.9	207.2	107.4

Over four-fifths of all U.S. food and tobacco processing by the 200 largest food firms are accounted for by publicly held, U.S.-based corporations (Table 4). Most of the rest was accounted for by privately held firms and cooperatives. Table 4 also demonstrates that among the top 50 food firms, only a small portion of U.S. food and tobacco processing is carried on by cooperatives or foreign-owned firms.

Most U.S. food and tobacco processing output of the 200 firms (82 percent) is by companies whose primary activity is food processing (Table 5). However, a significant portion is accounted for by nonfood industrials (9 percent), retail food companies (3 percent), and wholesale traders (4 percent). Especially prominent among these non-food processing firms

Table 4 -- The distribution of U.S. food and tobacco processing sales of the 200 processing sales of the 200 largest food and tobacco processing companies by size class and ownership status, 1975

Companies ranked by U.S. food and tobacco processing sales	Portion of U.S. food and tobacco sales						Total
	U.S.-owned			Foreign-owned			
	Public	Private	Coops	United Kingdom	Canada	Switzer-land	
	Percent						
10 largest	22.2	0	0	0	0	0	22.2
20 largest	33.1	1.3	0	0	0	1.3	35.7
50 largest	55.5	2.7	0.9	1.2	0.7	1.3	62.1
100 largest	69.8	4.5	4.1	1.9	0.7	1.3	82.3
200 largest	81.4	7.5	5.8	2.8	1.3	1.3	100.0

are drug, soap, food retail, and grain trading companies. The 162 companies in the top 200 whose principal industry is food or tobacco manufacturing have 40 percent of their sales outside of food or tobacco processing; the rest have 85 percent of their sales outside of food manufacturing. Using the ratio of U.S. food processing sales to total sales as a rough guide, it appears that firms primarily engaged in meatpacking, preserved fruits and vegetables, bread, sugar, and beer are relatively specialized companies. But grain products, cookies and crackers, soft drinks, tobacco, and miscellaneous foods firms are relatively diversified outside of the food processing sector.

Data were available on the total advertising expenditures by nearly 50 percent of the firms in our sample (Table 6). Foreign corporations, cooperatives, and private companies do not normally provide this information to the general public. In addition, many public, domestic firms do not report advertising amounts if they are quite small. Were full data available, it is likely that total worldwide advertising expenditures by

Table 5 -- Industry distribution of the 200 largest food and tobacco processing companies, 1975

Primary industry of company	Number	Total sales	U.S. food and tobacco processing sales
	Number	----Billion dollars----	
Meat processing	32	23.5	18.6
Poultry and egg processing	6	1.3	1.3
Fluid milk	8	4.7	2.2
Other dairy products	9	19.4	12.3
Canned fruits and vegetables	7	3.0	2.2
Other preserved fruits and vegetables	4	4.1	3.1
Breakfast cereals	3	5.3	2.9
Wet corn milling	4	4.0	2.2
Animal and pet foods	5	4.8	3.1
Other grain mill products	9	4.9	3.3
Bread, rolls, and cake	5	2.2	2.1
Cookies and crackers	3	3.0	1.4
Sugar	12	4.3	4.1
Candy and chewing gum	2	0.9	0.8
Oils and margarine	6	5.9	3.9
Beer	13	5.7	5.1
Other alcoholic beverages	9	5.4	3.1
Soft drinks and flavorings	8	6.4	3.8
Other food processing	8	19.4	7.9
Tobacco processing	9	19.8	6.6
Subtotal	162	148.0	89.7
Drugs	5	7.2	1.3
Soaps and toiletries	3	20.8	2.6
Other manufacturing	10	36.5	5.2
Wholesale trade	8	22.4	3.7
Food retailing	7	34.5	3.2
Other nonmanufacturing	5	6.5	1.6
Total	200	275.9	107.3

Table 6 -- Advertising and promotional expenditures for the 200 largest food and tobacco processing companies, 1975

Primary industry of company	Number of companies reporting advertising	Total advertising expenditures	Total sales of reporting companies	Advertising- to-sales ratios
	Number	-----Million dollars-----		Percent
Meat processing	5	21.6	2,642	0.82
Poultry and egg processing	2	7.1	696	1.02
Fluid milk	3	9.6	2,626	0.37
Other dairy products	5	364.5	16,001	2.28
Canned fruits and vegetables	5	48.8	2,676	1.82
Other preserved fruits and vegetables	2	222.6	3,428	6.49
Breakfast cereals	3	247.0	5,332	4.63
Wet corn milling	1	90.3	2,742	3.29
Animal and pet foods	1	127.4	3,149	4.05
Other grain mill products	4	62.9	3,275	1.92
Bread, rolls, cake	4	28.1	1,686	1.67
Cookies and crackers	2	83.7	2,112	3.96
Sugar	2	8.9	575	1.55
Candy and chewing gum	2	50.3	908	5.54
Oils and margarine	2	19.3	2,902	0.67
Beer	8	123.2	4,292	2.87
Other alcoholic beverages	8	200.2	3,745	5.35
Soft drinks and flavorings	8	327.1	6,353	5.15
Other food products	5	396.4	10,421	3.80
Tobacco products	4	317.9	9,343	3.40
Subtotal	74	2,756.9	84,903	3.25
Drugs	5	575.1	7,197	7.99
Soaps and toiletries	2	444.4	7,188	6.18
Other manufacturing	6	435.7	29,509	1.48
Wholesale trade	1	9.9	340	2.91
Food retailing	3	196.2	14,695	1.34
Other nonmanufacturing	4	99.0	5,037	1.97
Total	95	4,517.2	148,869	3.03

the top 200 companies were in the \$6.9 to \$8.0 billion range²³ in 1975. Relatively large expenditures are characteristic of companies whose primary products are preserved fruits and vegetables, breakfast cereals, candy, alcoholic beverages, soft drinks, tobacco, and miscellaneous foods. On the average, the 74 food firms expended 3.3 percent of their sales revenues on advertising.

Not all the advertising expenditures by the largest food firms is spent on food-related advertising, nor are all promotional expenditures used for media advertising. Estimates of 1975 U.S. media advertising costs for all products marketed by the top 200 companies are given in Table 7. For the 200, measured media expenditures for food and tobacco products in 1975 represented 1.8 percent of U.S. sales of processed foods and tobacco (cf., Table 2).

Advertising amounts vary considerably among the different food and tobacco classes. Particularly large expenditures are found for breakfast cereals, pet foods, candy, gum, oils & margarine, alcoholic beverages, soft drinks, other beverages, and cigarettes. Considering the total size of the U.S. market, advertising is quite low for most meat and dairy products, flour, bread, sugar, and some other commodity-type products. The top 200 food firms are also prominent advertisers of apparel, drugs, soap, toiletries, toys, and eating places.

Also apparent from Table 7 is the very heavy reliance of food firms on television for their media advertising campaigns. Excluding spirits and cigarettes, fully 80 percent of all advertising expenditures are for television. Liquor makers have a voluntary industry program that prohibits television advertising, and since 1971 government mandate has prohibited cigarette ads on television. Both of these products are heavily advertised in newspapers, magazines, and on billboards. In 1975, radio advertising accounted for less than 6 percent of the total.

Media advertising by food and tobacco manufacturers is largely restricted to only the biggest companies. From Table 7 one can calculate that the total measured media advertising by the 200 largest firms accounted for 86 percent of all measured media advertising of food products, 79 percent of all alcoholic beverage advertising, and 88 percent of all tobacco product advertising, while these firms account for only about 64 percent of the sales of these products.

Table 7 -- Measured U.S. media advertising expenditures by the 200 largest food and tobacco processing companies, 1975

Product groups of branded items	Number of products	Measured-media advertising				
		Network TV	Spot TV	Print media	Other media	Total
	Number	-----Million dollars-----				
Meat products	297	10	13	6	3	31
Poultry and egg products	35	2	4	1	1	9
Fluid milk and yogurt	285	5	14	2	3	24
Other dairy products	314	7	11	9	2	29
Canned fruits and vegetables	274	25	21	14	2	63
Other preserved fruits and vegetables	484	55	54	34	11	154
Breakfast cereals	122	77	39	10	2	129
Pet and animal foods	221	62	38	16	0	116
Other grain mill products	173	22	13	8	1	44
Bread, rolls, and cake	159	3	27	3	1	34
Cookies and crackers	98	23	6	4	1	34
Sugar	35	0	1	1	1	3
Candy	190	45	25	5	8	83
Chewing gum	31	13	28	5	7	54
Oils and margarine	117	31	27	8	3	68
Beer	93	54	38	5	23	121
Wine	303	12	16	11	7	46
Other alcoholic beverages	418	0	0	108	32	140
Soft drinks and flavorings	196	45	79	9	21	154
Coffee	89	24	33	8	4	69
Other processed foods	422	70	35	19	3	128
Cigarettes	193	0	0	269	67	336
Other tobacco products	110	7	2	3	1	12
Subtotal	4,659	592	524	558	204	1,881
Paper products	35	17	17	5	0	40
Drugs	289	93	27	8	9	137
Soaps and polishes	248	142	74	14	1	231
Toiletries	196	109	35	15	2	161
Dolls, games, and toys	61	14	9	4	0	28
Food stores	36	0	30	0	4	35
Eating places	94	24	36	0	5	65
Other products	977	61	34	52	9	149
Total	6,595	1,052	786	656	234	2,727

Of all measured-media advertising by the top 200 food firms, 69 percent was done by the 50 largest food processing companies (Table 8). Over 73 percent of network TV advertising was done by the 50 largest food firms. The use of newspaper and magazine advertising was somewhat less concentrated among the largest firms, however. Finally, the ratio of measured-media advertising to total U.S. sales is almost twice as high (1.5 percent) for the 50 largest companies as for the 100 smaller companies (0.8 percent).

Food and tobacco processing is in general a lucrative activity (Table 9). For the 157 companies among the 200 largest for which data were available, only 7 percent made losses, and the average 1975 after-tax net income was 14.9 percent of stockholders' equity (cf., Table 1). This high rate is the culmination of a quarter-century trend of rising profitability in the food industries. Companies primarily engaged in food and tobacco manufacturing averaged 15.2 percent profitability, but some industries exhibited substantially higher rates: poultry processing, preserved fruits and vegetables, breakfast cereals, grain products, sugar, and soft drinks.²⁴ Although the rates of return for the meatpacking, alcoholic beverage, and food retailing industries were below average, all three industries earned over a 10 percent return. The fact that the weighted average was higher than the unweighted implies that the smaller firms in the sample were more profitable than the larger ones; this relationship is partially explained by the high net returns of a few cooperatives and the low returns of several of the large foreign-owned firms among the 200.²⁵

Table 8 -- Measured U.S. media advertising by the 200 largest food and tobacco processing companies, ranked by their U.S. food and tobacco processing sales, 1975

Companies ranked by their U.S. food and tobacco manufact- uring sales	Measured U.S. media advertising					Share of U.S. sales of 200 largest
	Network TV	Spot TV	Print media	Other media	Total	
	<u>Percent</u>					
10 largest	18.9	14.9	22.9	18.3	18.6	15.7
20 largest	31.6	29.7	37.3	34.6	32.7	30.8
50 largest	73.5	69.9	63.5	58.6	68.8	59.4
100 largest	89.5	84.1	85.9	81.3	86.4	77.8
200 largest	100.0	100.0	100.0	100.0	100.0	100.0

Table 9 -- After-tax profit rates of the 200 largest food and tobacco companies, 1975

Primary industry of company	Number of companies ^{1/} reporting	Profits as a proportion of stockholders' equity	
		Unweighted	Weighted by equity
	<u>Number</u>	<u>-----Percent-----</u>	
Meat processing	19	11.9	10.1
Poultry and egg processing	4	27.9	24.7
Fluid milk	6	11.9	13.1
Other dairy products	8	12.3	13.8
Canned fruits and vegetables	5	20.0	14.9
Other preserved fruits and vegetables	3	13.7	13.0
Breakfast cereals	3	17.9	17.4
Wet corn milling	3	22.6	19.5
Animal and pet foods	1	14.8	14.8
Other grain mill products	7	15.0	13.7
Bread, rolls, cake	5	14.7	14.5
Cookies and crackers	3	16.3	15.1
Sugar	10	24.2	22.5
Candy and chewing gum	2	17.4	17.3
Oils and margarine	3	14.7	13.3
Beer	8	10.2	11.9
Other alcoholic beverages	7	10.2	10.6
Soft drinks and flavorings	8	18.4	19.3
Other food processing	8	14.3	12.5
Tobacco products	9	13.8	13.6
Subtotal	123	15.2	13.7
Drugs	4	18.8	19.1
Soaps and toiletries	3	14.7	13.5
Other manufacturing	9	9.5	10.4
Wholesale trade	6	22.2	28.4
Food retailing	7	10.0	11.0
Other nonmanufacturing	5	12.2	11.6
Total	157	14.9	13.5

^{1/} Profitable companies only.

Definitions of Terms

Advertising: See "Total advertising" and "Media advertising".

Advertising/Sales: The ratio of 1975 total advertising expenditures to total company sales in 1975, expressed as a percentage (see also "Division ad/sales").

Assets: Total depreciation book value of company, expressed in millions of current U.S. dollars.

Cooperative company: Qualified as a cooperative for U.S. tax and regulation purposes.

Division: The smallest line of business reported by a company for which both sales and net income data are given in 1975. Definitions vary and are individual to a given company.

Division ad/sales: Ratio of U.S. measured-media advertising to total division sales. For divisions with some international sales, this statistic understates the true media-advertising-to-sales ratio.

Equity: The net worth or stockholders' equity in a company; equity equals total assets minus total liabilities. Net worth consists primarily of the book value of common stock, preferred stock, capital surplus, and retained earnings.

Food sales: Company net sales from processed food, beverage, feed, and tobacco operations worldwide (i.e., SICs 20 and 21). Does not include revenues from agricultural operations, food wholesaling, food retailing, or eating places. See "Sales", "Total sales", and "U.S. food sales".

Foreign companies: Registration and headquarters of parent corporation located outside the United States.

General promotion advertising: Advertising by a company not directed solely at only one or a few of its products; often promoting a company name, image, or ideological position.

Line of business: Same as "division" for the purposes of this directory. May be solely domestic, may include some foreign sales, or may be an international division.

LNA classification: A product classification system consisting of one letter and three or four numerals devised by Leading National Advertisers, Inc. In the food or tobacco industry it corresponds roughly to four-digit SIC numbers.

Magazine advertising: Advertising appearing in nearly 100 general consumer magazines; from Leading National Advertisers.

Media advertising: Estimated dollar expenditures in 1975 for advertising on eight public media in the United States only. Certain trade discounts, promotional expenditures, and all non-U.S. advertising and promotional expenditures are not included. Companies spending less than \$25,000 in six media (radio, TV, outdoor, and print except newspapers) are omitted. See also "Total advertising".

Net income: Company revenues net of production, selling, and central administrative costs.

Network radio advertising: Advertising originating from and paid to one of the three U.S. television networks (ABC, CBS, NBC). Based on total program revenues, including television agency commissions.

Newspaper advertising: Advertising appears in three or more daily newspapers in a sample of 183 papers in 59 cities, projected to the 125 largest U.S. markets (but excluding newspaper supplements).

Newspaper supplements advertising: Advertising appears in one of four nationally distributed Sunday supplements (viz., "Family Weekly", "New York Times Magazine", and "Parade").

Outdoor advertising: Advertising appears on posters, billboards, and similar media in all markets with 100,000 population and over.

Ownership status: Whether voting stock is publicly or privately held and whether U.S. or foreign-owned or incorporated.

Private company: Neither publicly nor cooperatively controlled; a U.S. company not regulated by the Securities and Exchange Commission.

Products: Any item individually listed by Leading National Advertisers or by a company in its annual report. Items which differ merely in packaging, size, or are available in a range of flavors or colors are usually treated as single products. Jointly advertised or franchised products of two or more companies are sometimes listed as separate "products".

Profits: After-tax net revenue of a company, usually net of selling, production, and central administrative costs, interest payments, and extraordinary charges to income. However, "profits over assets" includes interest payments, and "division profits" are usually not net of interest payments, income taxes, or any other items that are unallocatable among company profit centers.

Public company: Shares or other debt instruments are traded on a regulated securities market. All companies are either public, private, or cooperatives.

R & D: Research and development expenditures, as reported by companies in their 1975 financial reports.

Sales: Total revenue of all consolidated operations of the company, net of intracompany sales, excise taxes, and tariff duties. Usually expressed in millions of current U.S. dollars.

SIC: Standard Industrial Classification number, of two to seven digits. The first two digits defines the major industry group of a plant or product, such as "20" Food Manufacturing. Four digits define an industry (e.g., "2011" Meatpacking), five a product class (e.g., "20111" Beef meatpacking) and seven a product (e.g., "2011112" Whole carcass beef).

Spot radio advertising: Advertising originating from and paid to a local radio station.

Spot TV advertising: Advertising originating from and paid to a local television station; based on a national projection of a sample of 200 stations in 75 different cities.

Total advertising: Total worldwide dollar expenditures of a company given in its 1975 annual financial report for advertising or promotional expenditures allowable as a cost of sales or tax deduction. See also "Media advertising".

Total sales: Net sales or revenues of company from all lines of business and from operations anywhere in the world.

U.S. food sales: Company net sales from U.S. establishments of products classified as processed foods, beverages, feeds, or tobacco (i.e., SIC, 20 and 21). See "Food sales".

U.S. sales: Net sales in all lines of business from operations located in the U.S. Includes U.S. exports. See "Total sales" and "U.S. food sales".

FOOTNOTES

- ¹ Department of Commerce, Annual Survey of Manufacturers 1975.
- ² Economic Report of the President 1976, p. 190. The difference of \$35 billion is mainly due to fresh foods (produce, fish, etc.) and imported foods and beverages.
- ³ For comparisons for 1947-1964, see the National Commission on Food Marketing, The Structure of Food Manufacturing (Technical Study No. 8, June 1966).
- ⁴ We would also appreciate corrections for inclusion in future editions or errata pages.
- ⁵ A few companies have changes their names since 1975 (see Appendix A), but in this directory all names are those current in 1975.
- ⁶ A "line of business" is, for the purposes of the directory, defined as the smallest part of the company's business for which separate sales and net income data were reported. Large companies often have hundreds of profit centers or lines of business, but we rely on what is reported in their annual reports. Companies with no divisions, or for which line of business data were not available, simply have the company's name repeated.
- ⁷ These combinations result from the fact that two or three products of different firms are sometimes advertised jointly. Thus, combinations may contain products of other companies. Generally, multi-product advertising was assigned the SIC code of the main product, using the LNA code as a guide (Appendix D). Note that multiproduct advertising by two different companies often appears twice, once under each of the two companies' listings.
- ⁸ By "product" we mean any item marketed by the firm, whether of its own manufacture, imported, purchased for resale, or sold under franchise. All these commercial arrangements constitute, in some sense, a form of control over the product, however temporary or territorially restricted. Thus, for example, "Roman Meal" bread is a trademark shared by several baking companies and appears under the name of each company. Also, "Vat 69" is a whiskey distilled and bottled in Scotland, but it appears as a product of the U.S. company that has exclusive U.S. distribution and promotion rights over the brand. Products that are not marketed in the U.S. but that are produced and sold abroad by any firm in our sample are also included in this directory; in these cases no advertising data are available. Finally, jointly advertised products (e.g., Borden's condensed milk and Kellogg's Corn Flakes) are treated as unique products.

- ⁹ All manufactured products were assigned, where possible, a seven digit SIC code number, as found in Numerical List of Manufactured Products, New (1972) Basis (MC72-1.2). Nonmanufactures were given a four digit code number, as found in the Standard Industrial Classification Manual 1972 of the Office of Management and Budget. Adaptations of the SIC system can be found in Appendix D below.
- ¹⁰ A few industries are distinguished on the basis of their usage also. An example is cereal breakfast food (SIC 2043).
- ¹¹ For example, all products using milk as their primary ingredient are found in the industry numbered 202; all cheeses are classified under 2022; but natural cheeses are given SIC number 20221-01, whereas processed cheeses are categorized under 20222-11.
- ¹² Tobacco companies and sales are included because (1) many large tobacco companies are heavily diversified into food processing, (2) both tobacco and food are farm products, (3) both food and tobacco products are similarly promoted, and (4) both are distributed primarily through grocery stores.
- ¹³ "The (Strictly) Private Sector" (November 1, 1976) and "29th Annual Report on American Food Industry Highlights" (January 1, 1977).
- ¹⁴ "Food Processing" magazine (especially its December issues), the "Weekly Digest" of the American Institute of Food Distribution, "Dairymen's Digest", "Feedstuffs", "Cereal Foods World", "National Provisioner", "Food Industry Review", "Advertising Age", "Canner/-Packer", "Dairynews", "Brewers Digest", "Sugar Journal", "Food Engineering", "The Manufacturing Confectioner", "Business Week", "Quick Frozen Foods", "Dairy & Ice Cream Field", and "The Wall Street Journal".
- ¹⁵ The main reference used was Moody's Industrial Manual 1976, but also we employed Moody's Over the Counter Industrial Manual 1976 and Moody's Transportation Manual 1976. We also used Dun & Bradstreet and Poor's Register. For foreign owned companies, the following compilations were especially useful: Europe's 5,000 Largest Companies 1975 (R.R. Bowker Co.), Jane's Major European Companies 1977 (and prior volumes), Japan Economic Yearbook 1975/76, Directory of Foreign Firms Operating in the United States 1975 (New York: Simon and Schuster), Foreign Firms with Investments in the U.S. Food and Fiber System (ERS-USDA, Agricultural Economics Report No. 302), and several Studies on the Evolution of Concentration in the . . . Food Processing Industries (Commission of the European Community).
- ¹⁶ A few companies were contacted directly to help explain discrepancies in the public or EIS sources. Information obtained by direct queries to the company has a "Q" next to it in the Master List. Firms with highly questionable EIS sales estimates (indicated by a "?") were omitted.

- ¹⁷ By "1975" we generally mean the fiscal year corresponding to the calendar year 1975, i.e., the fiscal year ending between July 1, 1975 and June 30, 1976.
- ¹⁸ If no two-digit industry encompasses 10 percent of sales, such manufacturing conglomerates are coded 3999.
- ¹⁹ Excludes expenditures by restaurants and grocery stores.
- ²⁰ The \$181 billion figure slightly underestimates total net sales of these products because it is strictly speaking a shipments figure and does not include the sales of imported food and tobacco manufactures. In 1975 net imports of processed food products were \$400 million but net exports of processed tobacco products were \$340 million, leaving trade in these two industries nearly balanced. However, the \$181 billion figure overestimates net U.S. sales because it includes interplant, intrafirm sales, which are substantial in many food industries.
- ²¹ By publicly held we mean that the firm has shares traded on a national or regional stock exchange or "over-the-counter" in their home country. By this standard, only one foreign-owned company is privately held (Hanson Trust of the U.K.). From the point of view of the U.S. law, however, all the U.S. subsidiaries of foreign-owned firms are regarded as private companies.
- ²² One firm classified as a United Kingdom company, Unilever, may be justifiably regarded as having a dual nationality: the company has two nearly equal parts, each governed by two overlapping boards of directors, one in the U.K., the other in the Netherlands.
- ²³ The 116 firms with no reported advertising had \$389 million in U.S. measured-media advertising expenditures. Under two different sets of reasonable assumptions, their total advertising expenditures were projected to be \$2,364 to \$3,443 million. Much of the projection is due to foreign and nonfood sales activity.
- ²⁴ The high profitability of this industry may be attributed to the high price of sugar in 1974. For similar reasons, the profits of the soft drink makers may be somewhat lower than their historical levels.
- ²⁵ The net margins and equity figures reported by agricultural cooperatives are not comparable to those of tax-paying corporations.

SECTION 1

COMPANY-DIVISION-PRODUCT LISTING

 A E STALEY MANUFACTURING COMPANY * TOTAL SALES 777.0 MIL\$ U.S./TOTAL SALES 90.1% PROFITS/EQUITY 30.2% *
 ***** TOTAL ASSETS 348.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 15.3% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 3.0 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES NA *

FOOD PROCESSING	DIVISION SALES	56.8%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 THIN-N-THICK DELAYED VISCOSITY STARCH	2046031	2 MIKA-TEX TEXTURED VEGETABLE PROTEIN	2075298	
ANIMAL FEEDS	DIVISION SALES	15.7%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 BLOAT GUARD BLOCKS	2048000	3 SWEETONE DRIED MOLASSES CONCENTRATE	2048000	
2 SWEETLIX LIVESTOCK FEED BLOCKS	2048000	4 DAY-ONE BABY PIG VITAMINS	2834900	
PAPER/TEXTILE INDUSTRIES	DIVISION SALES	8.8%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
CONSUMER	DIVISION SALES	8.9%, DIVISION PROFITS	NA , DIVISION AD/SALES	5.7%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 WAGNER BREAKFAST FRUIT DRINKS	2033400	6 SNO BOL CRYSTAL BOWL CLEANER	2842331	
2 CREAM BRAND CORN STARCH	2046031	7 DIAPER SWEET DESINFECTANT AND DEODORIZER	2842332	
3 STALEY SYRUP	2099310	8 STA-PUF FABRIC SOFTENER	2842394	
4 SNO BOL AUTOMATIC BOWL CLEANER	2842331	9 STA-FLO SPRAY STARCH FABRIC FINISH	2842395	
5 SNO BOL BOWL CLEANER LIQUID	2842331	10 RAINDROPS WATER SOFTENER	2899579	
FOREIGN OPERATIONS	DIVISION SALES	9.9%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%

 ABBOTT LABORATORIES * TOTAL SALES 941.0 MIL\$ U.S./TOTAL SALES 64.0% PROFITS/EQUITY 17.1% *
 ***** TOTAL ASSETS 926.0 MIL\$ FOOD/TOTAL SALES 13.3% PROFITS/ASSETS 9.7% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 28.0 MIL\$ U.S. FOOD/U.S. SALES 20.4% ADVERTISING/SALES 3.0% *
 * MEDIA ADVERTISING 7.0 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES 5.4% *

HOSPITAL, DIAGNOSTIC & EQUIPMENT AND BLOOD P	DIVISION SALES	38.2%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 ALBUTIN NORMAL SERUM ALBUMIN	2831111	7 AMINOSYN 5% AMINO ACID	2834500	
2 PLASMA TEIN PLASMA PROTEIN FRACTION	2831111	8 ABA 100 MEDICAL AND CLINICAL INSTRUMENTATION	3841051	
3 PROFILATE ANTI-HEMOPHILIC FACTOR	2831111	9 AUSAB HEPATITIS TESTING SYSTEM	3841051	
4 ETHRANE ANESTHETICS	2834200	10 AUSCELL HEPATITIS TESTING SYSTEM	3841051	
5 PENTHRANE ANESTHETICS	2834200	11 AUSTRIA SERUM HEPATITIS DETECTION SYSTEM	3841051	
6 PENTOTHAL ANESTHETICS	2834200	12 LIFE CARE PLASTIC CONTAINER FOR I.V.	3841051	
PHARMACEUTICALS	DIVISION SALES	28.5%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 ERYTHROCIN ANTIBIOTIC	2833110	6 TRANXENE ANTI-ANXIETY AGENT	2834200	
2 PES 400 ERYTHROMYCIN	2834100	7 ENDURON CARDIOVASCULAR AGENTS	2834300	
3 CYLERT DRUG FOR BRAIN DYSFUNCTION	2834200	8 ENDURONYL CARDIOVASCULAR AGENTS	2834300	
4 NEMBUTAL SEDATIVES	2834200	9 PANHEPRIN ANTI-COAGULANT	2834300	
5 PLACIDYL SEDATIVES	2834200	10 DESOXYN ANDRETICS	2834500	

11 FERRO-GRADUMET HEMATINICS
12 IBERET HEMATINICS

2834700
2834700

13 OPTILETS VITAMINS
14 SUR-BEX VITAMINS

2834700
2834700

FEDIATRIC NUTRITIONALS AND PHARMACEUTICALS DIVISION SALES 20.4%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME
1 ISOMIL INFANT MILK
2 SIMILAC ADVANCE INFANT MILK

SIC#
2023225
2023225

PRODUCT NAME
3 SIMILAC INFANT FORMULA

SIC#
2023225

OTHER DIVISION SALES 13.2%, DIVISION PROFITS NA , DIVISION AD/SALES 5.6%

PRODUCT NAME
1 SUCARYL NON-CALORIC SWEETENERS
2 PREAM LOWFAT MILK
3 LSS FEED ADDITIVE
4 POLYCAT URETHANE CATALYST
5 CLEAR EYES DECONGESTANT EYE DROPS
6 MURINE EYE DROPS & WASHER
7 MURINE EYE WASH
8 MURINE II EYE DROPS
9 ACTOPHEN LIQUID PAIN RELIEVER

SIC#
2000000
2026223
2048000
2819800
2834000
2834000
2834000
2834000
2834200

PRODUCT NAME
10 SPANDIN ARTHRITIS PAIN RELIEVER
11 GALLEMYCIN ERYTHROMYCIN FOR ANIMALS
12 SPECTAM ANTI-INFECTIONOUS FOR POULTRY
13 LENSINE CONTACT LENS SOLUTION
14 SELSUM BLUE ANTIDANDRUFF SHAMPOO
15 DIPEL INSECTICIDE
16 PRO-GIBB PLANT GROWTH REGULATOR
17 FAULTLESS RUBBER SUNDRY PRODUCTS

SIC#
2834200
2834900
2834900
2842398
2844300
2879000
2879000
3842100

ADOLPH COORS COMPANY * TOTAL SALES 520.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 14.1% *

* TOTAL ASSETS 558.0 MIL\$ FOOD/TOTAL SALES 90.5% PROFITS/ASSETS 11.7% *
OWNERSHIP: U.S. PUELIC CORP. * TOTAL ADVERTISING 7.1 MIL\$ U.S. FOOD/U.S. SALES 90.5% ADVERTISING/SALES 1.4% *
* MEDIA ADVERTISING 2.1 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES 1.4% *

BEER DIVISION DIVISION SALES 90.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .4%

PRODUCT NAME
1 COORS BEER

SIC#
2082114

PRODUCT NAME

SIC#

OTHER BUSINESS DIVISION SALES 10.0%, DIVISION PROFITS .0%, DIVISION AD/SALES .0%

AGWAY INC * TOTAL SALES 1415.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 11.5% *

* TOTAL ASSETS 512.0 MIL\$ FOOD/TOTAL SALES 31.0% PROFITS/ASSETS 9.4% *
OWNERSHIP: CUOP * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 31.0% ADVERTISING/SALES NA *
* MEDIA ADVERTISING .7 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

AGRIBUSINESS DIVISION SALES 41.4%, DIVISION PROFITS 26.5%, DIVISION AD/SALES .0%

PRODUCT NAME
1 ROYAL GREEN LAWN SEED
2 SARANAC AR ALFALFA
3 STALEY SWEET LIX RABON
4 CHICK GROWER
5 CHICK STARTER
6 ALL MASH LAYER FEED
7 HI PHOSPHORUS MINERAL MIX DAIRY FEED ADDITIV
8 N-SILE + DAIRY FEEDS ADDITIVES
9 FOW-R-PAK AT FEED
10 HOG SUPER CONCENTRATE

SIC#
0181000
0721000
2048000
2048111
2048111
2048115
2048423
2048423
2048511
2048513

PRODUCT NAME
11 BLUE LABEL MILK REPLACER
12 CMP PLUS MILK REPLACER
13 RED LABEL MILK REPLACER
14 TCR I CALF FEEDS
15 TCR II CALF FEEDS
16 MONENSIN BEEF FEED ADDITIVE
17 BLOOM HORSE FEED
18 HI STANDARD HORSE FEED
19 MARE'N FOAL HORSE FEED
20 PERFORMANCE HORSE FEED

SIC#
2048611
2048611
2048611
2048611
2048611
2048613
2048711
2048711
2048711
2048711

21 TODAY MASTITIS CONTROL
 22 CHEMSTOR GRAIN PRESERVATIVE
 23 GLYODIN-BENLATE FUNGICIDE
 24 LIVESTOCK AND FARM SPRAY
 25 PROTECTOR DL SEED TREATMENT
 26 DUNLOP TRACTOR TIRES

2834900
 2879300
 2879300
 2879300
 2879300
 3011314

27 AMERICAN CALAN FEEDER
 28 HIGH PRESSURE SOCK MILK FILTER
 29 KING HYDRA RAM
 30 REFLEX ARM MILKER
 31 TOPLINE PRECOOLER

3523210
 3523210
 3523210
 3523210
 3523210

PETROLEUM

DIVISION SALES 38.6%, DIVISION PROFITS 62.7%, DIVISION AD/SALES .0%

PRODUCT NAME

SIC#

1 AGWAY DRIVER SEALER

2911700

PRODUCT NAME

SIC#

MARKETING

DIVISION SALES 19.6%, DIVISION PROFITS 10.8%, DIVISION AD/SALES .2%

PRODUCT NAME

SIC#

1 COUNTRY BEST FRUITS & VEGETABLES
 2 DORANN FRUITS & VEGETABLES
 3 AGWAY LAWN CARE PRODUCTS
 4 GOLD KIST MEAT PRODUCTS
 5 NALLEYS BEEF STEW
 6 NALLEYS BIG CHUNK BEEF STEW
 7 NALLEYS CORNED BEEF HASH
 8 JIFFI-EGG FROZEN EGGS
 9 NALLEYS CHIP DIPS
 10 NALLEYS DIPPERS
 11 THANK YOU SELF STABLE CHIP SIPS
 12 NALLEYS MULTIPRODUCT ADVERTISING
 13 NALLEYS BEAN SALAD
 14 BLUE BOY RED KIDNEY BEANS
 15 BROOKS CHILI HOT BEANS
 16 NALLEYS CHILI PRODUCTS
 17 NALLEYS SPAGHETTI WITH MEAT BALLS
 18 NALLEYS BEEF TAMALES
 19 NALLEYS RAVIOLI
 20 NALLEYS MACARONI SALAD
 21 LYNDEN NOODLE CHICKEN DINNER
 22 NALLEYS LASAGNE
 23 NALLEYS SLOPPY JOES
 24 PURITY CANNED FRUITS
 25 THANK YOU SPICED FRUITS
 26 THANK YOU BLACKBERRIES
 27 THANK YOU BLUEBERRIES
 28 BLUE BOY TART CHERRIES
 29 THANK YOU TART CHERRIES
 30 THANK YOU SWEET CHERRIES
 31 THANK YOU STANLEY PRUNE PLUMS
 32 BLUE BOY APPLESAUCE
 33 THANK YOU APPLESAUCE
 34 THANK YOU PEARS
 35 BLUE BOY CANNED VEGETABLES
 36 PURITY CANNED VEGETABLES
 37 BLUE BOY BUTTER LIMA BEANS
 38 BLUE BOY LIMA BEANS
 39 BLUE BOY CARROTS
 40 THANK YOU FINGERLING CARROTS
 41 BLUE BOY PEAS & CARROTS
 42 BLUE BOY SUCCOTASH

0161000
 0161000
 0782000
 2010000
 2013819
 2013819
 2013819
 2017250
 2026245
 2026245
 2026245
 2030000
 2032362
 2032386
 2032386
 2032336
 2032461
 2032493
 2032494
 2032495
 2032498
 2032498
 2032498
 2033100
 2033100
 2033118
 2033118
 2033122
 2033122
 2033124
 2033154
 2033171
 2033171
 2033175
 2033200
 2033200
 2033203
 2033203
 2033215
 2033215
 2033235
 2033235

PRODUCT NAME

SIC#

43 NALLEYS POTATO SALAD
 44 SILVER FLOSS BAVARIAN STYLE SAUERKRAUT
 45 SILVER FLOSS SAUERKRAUT
 46 RITTER ASPARAGUS SPEARS
 47 THANK YOU ASPARAGUS
 48 BLUE BOY GREEN BEANS
 49 BLUE BOY WAX BEANS
 50 RITTER GOLDEN BUTTER BEANS
 51 THANK YOU GREEN BEANS
 52 THANK YOU WAX BEANS
 53 BLUE BOY BEETS
 54 BLUE BOY CORN
 55 BLUE BOY PEAS
 56 BLUE BOY STEWED TOMATOES
 57 PURITY FRUIT DRINKS
 58 THANK YOU APPLE JUICE
 59 PURITY VEGETABLE DRINKS
 60 RITTER TOMATO JUICE
 61 THANK YOU TOMATO JUICE
 62 VEG CREST TOMATO JUICE
 63 SILVER FLOSS SAUERKRAUT JUICE
 64 NALLEYS SEAFOOD SAUCE
 65 BROOKS TANGY CATSUP
 66 RITTER TOMATO CATSUP
 67 BROOKS CHILI MIX
 68 BROOKS BARBEQUE SAUCE
 69 NALLEYS HERB GARDEN DRESSING MIXES
 70 MARCUS NALLEY DEEP BARREL DILLS
 71 NALLEYS PICKLES BANQUET DILL
 72 NALLEYS PICKLES DILL
 73 NALLEYS PICKLES KOSHER DILL
 74 NALLEYS PICKLES SWEET
 75 NALLEYS SWEET MIDGETS
 76 PEPPER VALLEY SWEET CHERKY PEPPERS
 77 NALLEYS RELISHES
 78 NALLEYS HORSE RADISH MUSTARD
 79 NALLEYS MUSTARDS
 80 NALLEYS HORSERADISH SAUCE
 81 NALLEYS TARTAR SAUCE
 82 NALLEYS SALAD DRESSINGS
 83 NALLEYS MAYONNAISE
 84 NALLEYS MAYONNAISE

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85 BERNSTEIN SALAD DRESSINGS	2035430	99 SNYDER'S OF BERLIN POTATO CHIPS	2099212
86 NALLEYS MERRY MIX	2035430	100 SNYDER'S OF BERLIN BARBEQUE CHIPS	2099214
87 EMPIRE STATE FROZEN VEGETABLES	2037200	101 NALLEYS CORN & TORTILLA CHIPS	2099261
88 CHIP R DIET DOG FOOD	2047120	102 NALLEYS MINI TACO SNACKS	2099261
89 HUSKEY DOG FOOD	2047120	103 SNYDER'S OF BERLIN CHEESE CURLS	2099261
90 BIG RED DRY DOG FOOD	2047125	104 SNYDER'S OF BERLIN CORN CHIPS	2099261
91 SNYDER'S OF BERLIN PRETZELS	2052151	105 SNYDER'S OF BERLIN TACO FLAVORED TORTILLA CH	2099261
92 BLUE BOY CARBONATED BEVERAGES REGULAR	2086020	106 SNYDER'S OF BERLIN TORTILLA CHIPS	2099261
93 BLUE BOY CARBONATED BEVERAGES DIET	2086020	107 NALLEYS CHEESE BOPS	2099298
94 THANK YOU PIE FILLINGS	2099113	108 NALLEYS CHEESE TWISTS	2099298
95 THANK YOU PUDDINGS	2099113	109 NALLEYS CRUNCHI-O-S	2099298
96 QUE PASA SNACKS	2099200	110 SNYDER'S OF BERLIN CHEESE POPCORN	2099298
97 MARCUS NALLEY SWEET CRISPS	2099210	111 NALLEYS LUMBERJACK SYRUP	2099310
98 NALLEYS REGULAR & BARBECUE POTATO CHIPS	2099210	112 AVLIN AGWAY STORES	5399000

AMALGAMATED SUGAR COMPANY	* TOTAL SALES	178.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	25.4% *
*****	TOTAL ASSETS	120.0 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	19.7% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	0.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

AMALGAMATED SUGAR COMPANY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 WHITE SATIN BROWN SUGAR	2063007	3 WHITE SATIN POWDERED SUGAR	2063033
2 WHITE SATIN WHITE GRANULATED SUGAR	2063007	4 WHITE SATIN LIQUID SUGAR	2063050

AMERICAN BAKERIES COMPANY	* TOTAL SALES	417.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	13.0% *
*****	TOTAL ASSETS	110.0 MIL\$ FOOD/TOTAL SALES	98.1% PROFITS/ASSETS	6.8% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	3.5 MIL\$ U.S. FOOD/U.S. SALES	98.1% ADVERTISING/SALES	.8% *
	* MEDIA ADVERTISING	1.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

BAKERY PRODUCTS DIVISION SALES 89.9%, DIVISION PROFITS NA , DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DRESSEL'S FROZEN BAKED GOODS	2038110	13 COOK BOOK BREAKFAST ROLLS	2051230
2 AMERICAN BAKERY PRODUCTS	2051000	14 LAGENDORF ROLLS	2051230
3 BUNNY BAKERY PRODUCTS	2051000	15 TAYSTEE ROLLS	2051230
4 HONEY MEAL BAKERY PRODUCTS	2051000	16 TAYSTEE BREAD CRUMBS	2051241
5 MERITA FRESH BAKERY PRODUCTS	2051000	17 COOK BOOK DONUTS	2051313
6 MICKEY BAKERY PRODUCTS	2051000	18 TAYSTEE DONUTS	2051313
7 PURITY BAKERY PRODUCTS	2051000	19 TAYSTEE SWEET ROLLS	2051398
8 COOK BOOK BREAD	2051111	20 COOK BOOK CAKES	2051411
9 LAGENDORF BREAD	2051111	21 LAGENDORF CAKES	2051411
10 MERITA BREAD	2051111	22 MICKEY SNACK CAKES	2051411
11 TAYSTEE BREAD	2051111	23 YE OLDE ENGLISH FRUITCAKES	2051411
12 TIGER BREAD	2051111	24 LAGENDORF COOKIES	2052210

SPECIALTY PRODUCTS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MORGOLD DRIED EGGS SOLIDS	2017215	4 PENNANT MARASCHINO CHERRIES	2033861
2 MONARK DRIED EGGS SOLIDS	2017215	5 PILGRIM FARM PEPPERS	2035210
3 MONTEX DRIED EGGS SOLIDS	2017215	6 PILGRIM FARM PICKLES	2035210

7 TREE PICKLES
8 PILGRIM FARM RELISHES
9 BLUE PIRATE FILBERTS

2035210
2035233
2065811

10 PRIDE OF OREGON FILBERTS
11 PENNANT GLACE FRUITS

2065811
2065870

OUTDOOR ADVERTISING

DIVISION SALES

NA , DIVISION PROFITS

NA , DIVISION AD/SALES

NA

AMERICAN BRANDS INC * TOTAL SALES 2570.0 MIL\$ U.S./TOTAL SALES 62.2% PROFITS/EQUITY 13.4% *
***** TOTAL ASSETS 2409.7 MIL\$ FOOD/TOTAL SALES 62.6% PROFITS/ASSETS 8.8% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 115.6 MIL\$ U.S. FOOD/U.S. SALES 74.8% ADVERTISING/SALES 4.5% *
* MEDIA ADVERTISING 54.5 MIL\$ U.S./TOTAL PROFITS 96.8% R&D/SALES .6% *

DOMESTIC TOBACCO PRODUCTS

DIVISION SALES

27.8%, DIVISION PROFITS

52.4%, DIVISION AD/SALES

5.7%

PRODUCT NAME	SIC#
1 GOLD CIGARETTES	2111000
2 PALL MALL CIGARETTES	2111000
3 CARLTON FILTER CIGARETTES	2111010
4 PALL MALL EXTRA MILD CIGARETTES	2111010
5 PALL MALL GOLD & MENTHOL FILTER CIGARETTES	2111010
6 SUPER M MENTHOL FILTER CIGARETTE	2111010
7 TAREYTON FILTER CIGARETTES	2111010
8 PALL MALL FILTER KING CIGARETTES	2111016
9 AMERICAN LONGS 100S REGULAR & MENTHOL CIGARE	2111018
10 ICEBERG 100S MENTHOL FILTER CIGARETTES	2111018
11 LONG JOHNS 120S FILTER CIGARETTES	2111018
12 LONG JOHNS 120S MENTHOL & FILTER CIGARETTES	2111018
13 LUCKY FILTERS 100S	2111018
14 PALL MALL FILTER 100S CIGARETTES	2111018
15 PALL MALL MENTHOL FILTER 100S CIGARETTES	2111018
16 SILVA THINS 100S REGULAR & MENTHOL	2111018

PRODUCT NAME	SIC#
17 TALL FILTER 120S REGULAR & MENTHOL	2111018
18 TWIST 100S MENTHOL FILTER CIGARETTES	2111018
19 CANABAS CIGARS	2121000
20 DERINGER CIGARS	2121000
21 LA CORONA CIGARS	2121000
22 ROI-TAN CIGARS	2121000
23 FRIDAYS LITTLE CIGARS	2121013
24 ANTONIO Y CLEOPATRA CIGARS	2121031
25 ARISTOCRAT CIGARS	2121031
26 BLUE BOAR SMOKING TOBACCO	2131007
27 BOURBON BLEND SMOKING TOBACCO	2131007
28 HALF AND HALF SMOKING TOBACCO	2131007
29 HERBERT TAREYTON SMOKING TOBACCO	2131007
30 PALADIN BLACKCHERRY SMOKING TOBACCO	2131007
31 PINKUSOHN'S POTPOURRI SMOKING TOBACCO	2131007
32 SKALLORNA SMOKING TOBACCO	2131007

INTERNATIONAL TOBACCO PRODUCTS

DIVISION SALES

19.0%, DIVISION PROFITS

17.3%, DIVISION AD/SALES

.0%

PRODUCT NAME	SIC#
1 BENSON & HEDGES CIGARETTES	2111010
2 CADETES CIGARETTES	2111010
3 KENSITAS CIGARETTES	2111010
4 PARK DRIVE CIGARETTES	2111010
5 ROXY CIGARETTES	2111010
6 SENIOR SERVICE CIGARETTES	2111010
7 SILK CUT CIGARETTES	2111010
8 SOVEREIGN CIGARETTES	2111010

PRODUCT NAME	SIC#
9 RITMEESTER CIGARS	2121000
10 HAMLET LITTLE CIGARS	2121013
11 MANIKIN LITTLE CIGARS	2121013
12 CLAN SMOKING TOBACCO	2131007
13 CONDOR SMOKING TOBACCO	2131007
14 OLD HOLBORN SMOKING TOBACCO	2131007
15 SAMSON SMOKING TOBACCO	2131007
16 SMOKING TOBACCO	2131007

HARDWARE

DIVISION SALES

6.2%, DIVISION PROFITS

8.9%, DIVISION AD/SALES

.3%

PRODUCT NAME	SIC#
1 CASE CUTLERY	3421100
2 ARMORLOCK	3429400
3 MASTER LOCKS HOME	3429400
4 SPOTNAILS INDUSTRIAL FASTENERS	3452000
5 WHAMER	3546237
6 SWINGLINE HEAVY DUTY TACKER GUN	3546249
7 SWINGLINE HAMMER NAIL GUN	3546249

PRODUCT NAME	SIC#
8 ACE FASTENER	3579600
9 CLIPPER PLIER AND COUNTER	3579600
10 CONTOUR V DESKTOP STAPLER	3579600
11 PILOT STAPLING MACHINES	3579600
12 SWINGLINE STAPLERS CONTEST	3579600
13 ULTRASON-X BURGLAR ALARM	3662310
14 MARSONS AUTOMOTIVE PRODUCTS	3714100

FOOD PRODUCTS

DIVISION SALES

17.7%, DIVISION PROFITS

4.9%, DIVISION AD/SALES

1.2%

PRODUCT NAME	SIC#
1 MOTT'S APPLE SAUCE	2033171
2 MOTT'S JUICE DRINKS	2033400
3 MOTT'S PRUNE JUICE	2033463
4 SWEET PRUNE JUICE	2033463
5 SUPER MOTT'S PRUNE JUICE	2033463
6 BELFAMATO BEEF FLAVORED TOMATO COCKTAIL	2033515
7 CLAMATO CLAM FLAVORED TOMATO COCKTAIL	2033515
8 MOTT'S NUTRIMATO TOMATO COCKTAIL	2033515
9 NUTRIMATO TOMATO COCKTAIL	2033515
10 GRANDMAS MOLASSES BARBECUE SAUCE	2033681
11 SUNSHINE CRACKERS	2052100
12 KRISPY CRACKERS	2052125
13 CHEEZ-IT CHEESE FLAVORED CRACKERS	2052198
14 CHIP-A-ROOS SNACK CRACKERS	2052198
15 HI-HO CRACKERS	2052198
16 SUNSHINE COOKIES	2052210
17 HYDROX COOKIES	2052213
18 VANILLA WAFERS	2052219

PRODUCT NAME	SIC#
19 SOYLOIN SOY PRODUCT	2075298
20 BLUE BELL SNACKS	2099200
21 COUNTRY STYLE	2099200
22 DICKEY SNACK FOODS	2099200
23 GORDONS SNACKS	2099200
24 HUMPTY DUMPTY SNACKS	2099200
25 KRUN-CHEE CHEESE SNACKS	2099200
26 MRS IHRIE'S SNACKS	2099200
27 OLD VIENNA SNACKS	2099200
28 SUNSHINE SNACKS	2099200
29 BELL BRAND POTATO CHIPS	2099212
30 BLUE BELL POTATO CHIPS	2099212
31 DICKEY POTATO CHIPS	2099212
32 GORDONS POTATO CHIPS	2099212
33 BELLITOS TORTILLA CHIPS	2099261
34 SUNSHINE CORN CHIPS	2099261
35 GRANDMAS MOLASSES & MOTT'S APPLE SAUCE	2099312

BEVERAGES

DIVISION SALES

2.6%, DIVISION PROFITS

4.3%, DIVISION AD/SALES

3.6%

PRODUCT NAME	SIC#
1 BEAMEISTERS GERMAN WINES	2084010
2 DON OPICI WINES	2084010
3 BEAMERO LIQUORS	2085300
4 CHI CHI LIQUORS	2085300
5 BEAM WHISKEY	2085310
6 BEAMS CHOICE BOURBON WHISKEY	2085310
7 BEAMS MULTI PRODUCT ADVERTISING	2085310
8 BELLS SCOTCH WHISKEY	2085310

PRODUCT NAME	SIC#
9 JIM BEAM BOURBON WHISKEY	2085310
10 SPEY ROYAL WHISKEY	2085310
11 CHATEAU LIQUEUR	2085325
12 MARGARITA COCKTAILS	2085327
13 PINA COLADA COCKTAILS	2085327
14 DARK EYES VODKA	2085333
15 MR. AND MRS. T BLOODY MARY MIX	2087438

ENGINEERING

DIVISION SALES

3.7%, DIVISION PROFITS

3.2%, DIVISION AD/SALES

.0%

OFFICE SERVICES AND SUPPLIES

DIVISION SALES

3.8%, DIVISION PROFITS

2.9%, DIVISION AD/SALES

.0%

PRODUCT NAME	SIC#
1 CENTRAC WORK STATION	2522000
2 KROMAKODE FILING SYSTEM	2522300
3 ORDA-FLO CABINETS	2522300
4 SNAP-A-WAY FORMS	2761500
5 EXECUTIVE DIARY	2782100

PRODUCT NAME	SIC#
6 POCKET-REF NOTEBOOKS	2782111
7 CENTURY SERIES RING BINDERS	2782200
8 EDP BINDERS	2782200
9 MINI-RACK BINDER	2782200
10 INSTA-BIND 1000	3579600

OPTICAL GOODS AND SERVICES

DIVISION SALES

1.9%, DIVISION PROFITS

2.4%, DIVISION AD/SALES

.0%

TOILETRIES

DIVISION SALES

2.5%, DIVISION PROFITS

.9%, DIVISION AD/SALES

8.9%

PRODUCT NAME	SIC#
1 JERGENS LOTION SOAP	2841311
2 NATURE SCENTS BAR	2841311
3 WOODBURY SOAP	2841311
4 JERGENS CLEAR MEDICATED COMPLEXION BAR	2841351

PRODUCT NAME	SIC#
5 BARBIE TOILETRIES	2844000
6 JERGENS GIFT SETS	2844000
7 GEE YOUR HAIR SMELLS TERRIFIC SHAMPOO & COND	2844300
8 JERGENS LOTION	2844500

9 DIRECT AID HAND LOTION
10 JERGENS DIRECT AID HAND LOTION

2844518
2844518

11 ARUMESCENCE

2869311

RETAILING	DIVISION SALES	5.5%,	DIVISION PROFITS	.7%,	DIVISION AD/SALES	.0%
WHOLESALE	DIVISION SALES	7.1%,	DIVISION PROFITS	.5%,	DIVISION AD/SALES	.0%
OTHER	DIVISION SALES	1.4%,	DIVISION PROFITS	1.5%,	DIVISION AD/SALES	.0%

AMERICAN CRYSTAL SUGAR COMPANY * TOTAL SALES 252.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 56.0% *
***** * TOTAL ASSETS 148.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 27.2% *
OWNERSHIP: COOP * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
* MEDIA ADVERTISING .1 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

AMERICAN CRYSTAL SUGAR COMPANY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME
1 AMERICAN CRYSTAL SUGAR

SIC#
2063007

PRODUCT NAME

SIC#

AMERICAN HOME PRODUCTS CORPORATION * TOTAL SALES 2409.0 MIL\$ U.S./TOTAL SALES 68.2% PROFITS/EQUITY 27.9% *
***** * TOTAL ASSETS 1391.0 MIL\$ FOOD/TOTAL SALES 21.8% PROFITS/ASSETS 18.0% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 177.5 MIL\$ U.S. FOOD/U.S. SALES 30.1% ADVERTISING/SALES 7.4% *
* MEDIA ADVERTISING 126.8 MIL\$ U.S./TOTAL PROFITS 72.6% R&D/SALES 2.3% *

PRESCRIPTION DRUGS DIVISION SALES 39.1%, DIVISION PROFITS 55.4%, DIVISION AD/SALES .0%

PRODUCT NAME
1 SMA INFANT FORMULA
2 S26 INFANT FORMULA
3 NURSOY SOY-PROTEIN
4 CLOSTROID C-D BOVINE PRODUCTS
5 CLOSTROID C-S BOVINE PRODUCTS
6 TRIMUNE VACCINE DOGS
7 AMOXIL ANTIBIOTICS
8 ATROMID-S LIPID CONTROL
9 PREMARIN ETHICAL PHARMACEUTICAL
10 HRF HORMONAL PROD
11 ATIVAN ANTI-ANXIETY
12 EVADYNE ANTIDEPRESSANT
13 SERAX ANTI-ANXIETY
14 SYNALGUS-DC ANALGESIC
15 WYGESIC ANALGESIC

SIC#
2023121
2023121
2075298
2831513
2831513
2831513
2833100
2834000
2834000
2834100
2834200
2834200
2834200
2834200
2834200

PRODUCT NAME
16 CYCLOPASMOL VASODILATOR
17 INDERAL CARDIOVASCULAR PRODUCTS
18 ISORDIL VASODILATOR
19 PHENERGAN EXPECTORANT
20 LO/OVRAL CONTRACEPTIVE
21 OVRAL CONTRACEPTIVE
22 RIOPAN ANTIACID
23 OMNIPEN ANTIBIOTICS
24 UNIPEN ANTIBIOTICS
25 WYCILLIN ANTIBIOTICS
26 EQUIBAC II EQUINE PRODUCT
27 MEDI-PETS CANINE ANTICONVULSANT
28 REA-PLEX BOVINE PRODUCTS
29 TUBEX INJECTION SYSTEM
30 CARDIOBEOPER SYSTEM

SIC#
2834300
2834300
2834300
2834400
2834500
2834500
2834500
2834800
2834800
2834800
2834900
2834900
2834900
3841000
3842198

HOUSEHOLD PRODUCTS & HOUSEWARES DIVISION SALES 25.1%, DIVISION PROFITS 13.5%, DIVISION AD/SALES 5.2%

PRODUCT NAME
1 GOLDEN TOUCH COATING SPRAY
2 PAM DRY FRY
3 DIAPER PURE POWDER
4 WOOLITE LIQUID & POWDER COLD WATER WASH

SIC#
2079112
2079112
2841200
2841200

PRODUCT NAME
5 WOOLITE MACHINE WASH
6 ZERO COLD WATER WASH
7 BON AMI POWDERED CLEANSERS
8 FIESTA BLEACH

SIC#
2841200
2841200
2841253
2842200

AMERICAN HOME PRODUCTS CORPORATION (CONTINUED)

9 EASY-OFF LIQUID WINDOW CLEANER	2842311	32 BRIGHT BEAUTY SPRAY PAINTS	2851000
10 EASY-OFF OVEN CLEANER	2842321	33 DUPLICOLOR AUTO SPRAY	2851000
11 DEPENDO AUTOMATIC BOWL CLEANER	2842331	34 PLASTIC WOOD FIBER WOOD FILLER	2851821
12 SANI-FLUSH BOWL CLEANERS	2842331	35 ANTROL ANT KILLER	2879100
13 HRL KUG SHAMPOO & SHAMPOOER	2842351	36 SNAROL INSECTICIDE	2879100
14 WOOLITE RUG CLEANER	2842351	37 BLACK FLAG INSECTICIDES	2879400
15 WOOLITE UPHOLSTERY CLEANER	2842351	38 WIZARD CHARCOAL LIGHTER	2899593
16 WIZARD AIR FRESHENERS	2842380	39 3-IN-ONE OIL	2992021
17 WIZARD DEODORIZERS	2842380	40 ECKO PLASTIC FILM	3079100
18 WOOLITE CREME RINSE CONDITIONER	2842394	41 ECKO CUTLERY	3421100
19 WOOLITE FABRIC SOFTENER	2842394	42 PRESTIGE CUTLERY	3421100
20 EASY-ON SPRAY STARCH	2842395	43 SPICE GARDEN CUTLERY	3421100
21 EASY-OFF KITCHEN GREASE CLEANER	2842398	44 ECKO KITCHEN TOOLS	3421121
22 SANI-FOAM BATHROOM CLEANER	2842398	45 HANDYMANS HELPER	3423000
23 ZUD RUST & STAIN REMOVER	2842398	46 ECKO COOKWARE	3469413
24 AEROWAX FURNITURE POLISH	2842415	47 ECKO FLINT SKILLETS	3469413
25 OLD ENGLISH FURNITURE POLISH	2842415	48 PRESTIGE PRESSURE COOKERS	3469413
26 AEROWAX LIQUID FLOOR WAX	2842420	49 BAKER'S SECRET NONSTICK BAKEWARE	3469415
27 GRIFFIN SHOE POLISH	2842440	50 CATERWARE ALUMINUM FOIL CONTAINERS	3469421
28 KANFORT SHOE CARE PRODUCTS	2842440	51 CATERWEDGE CONTAINERS	3469421
29 NOXON METAL POLISH	2842498	52 ECKO WRAP ALUMINUM	3497000
30 AUTO SPRAY PAINT	2851000	53 STEELALUMINUM PAN MATERIAL	3497000
31 AUTOPANEL PAINT SPRAY	2851000		

PACKAGED MEDICINES

DIVISION SALES 14.0%, DIVISION PROFITS 16.4%, DIVISION AD/SALES 4.3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PREPARATION H CLEANSING PADS	2847111	23 DRISTAN VAPOR SPRAY	2834400
2 FREEZONE	2834000	24 DRISTAN VAPORIZER	2834400
3 OUTGRO	2834000	25 PRIMATENE MIST	2834400
4 TRENDAR TABLETS	2834000	26 PRIMATENE TABLETS	2834400
5 ANACIN ANALGESIC	2834200	27 VIRO MED FLU TABLETS	2834400
6 ANADIN ANALGESIC	2834200	28 BISODOL ANTACID	2834500
7 ANGESOL LIQUID PAIN RELIEVER	2834200	29 PREPARATION H SUPPOSITORIES & OINTMENT	2834500
8 ARTHRITIS PAIN FORMULA	2834200	30 COMPOUND W WART REMOVER	2834600
9 DOPPEL-SPALT PAIN RELIEVER	2834200	31 INFRA KUG	2834600
10 HEET LINIMENT	2834200	32 OXIPOR VHC FOR PSORIASIS	2834600
11 MOMENTUM PAIN RELIEVER	2834200	33 GIANT FLOOR WAX	2842420
12 QUIET WORLD CALMATIVE TABLETS	2834200	34 DENOREX MEDICATED SHAMPOO	2844300
13 RHEUMA-SPALT PAIN RELIEVER	2834200	35 VAN ESS SHAMPOO	2844300
14 SALOXIUM ARTHRITIS PAIN FORMULA	2834200	36 RESDAN DANDRUFF TREATMENT	2844321
15 SLEEP EZE TABLETS	2834200	37 KOLYNOS TOOTHPASTE	2844411
16 SPALT ANALGESIC	2834200	38 DENALAN DENTURE CLEANER	2844451
17 TRILLIUM ANALGESIC	2834200	39 ANNE FRENCH CREAMS	2844500
18 BRONITIN FOR ASTHMA	2834400	40 IMMAC MAKE UP LINE	2844500
19 DRISTAN CAPSULES	2834400	41 SUDDEN BEAUTY FACIAL MASK	2844500
20 DRISTAN MIST	2834400	42 VAN ESS DEODORANT	2844527
21 DRISTAN NIGHT TIME MEDICINE	2834400	43 NEET DEPILATORY	2844598
22 DRISTAN TABLETS	2834400		

FOOD PRODUCTS

DIVISION SALES 21.0%, DIVISION PROFITS 14.8%, DIVISION AD/SALES 2.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LUCK'S CANNED BEANS WITH ONIONS	2032382	5 CHEF-BOY-AR-DEE CANNED MEALS	2032400
2 DENISON'S CHILI	2032386	6 CHEF-BOY-AR-DEE MULTI-PRODUCT ADVERTISING	2032400
3 LUCK'S CANNED BEANS WITH PEEL	2032386	7 CHEF-BOY-AR-DEE PACKAGED DINNERS	2032400
4 LUCK'S CANNED CHILI	2032386	8 PASTRY LOAF DINNERS	2032400

9	CHEF-BOY-AR-DEE CANNED SPAGHETTI & MEAT BALL	2032461	18	GULDEN'S MUSTARD	2035311
10	CHEF-BOY-AR-DEE CANNED RAVIOLI	2032494	19	CHEF LINE DINNERS	2036225
11	MINI RAVIOLI	2032494	20	CHEF-BOY-AR-DEE PIZZA PRODUCTS	2036244
12	CHEF-BOY-AR-DEE CANNED BEEFARONI	2032495	21	PASTRY LOAF PIZZA MIX	2045568
13	CHEF-BOY-AR-DEE CANNED BEEFARONI & BEEFOGETT	2032495	22	BRACH'S CANDY	2065300
14	CHEF-BOY-AR-DEE CANNED LASAGNA	2032498	23	FRANKLIN SNACKS	2099200
15	CHEF-BOY-AR-DEE CANNED ROLLER COASTERS	2032498	24	CRUNCH, N MUNCH POPCORN SNACK	2099298
16	LUCK'S CANNED VEGETABLES	2033200	25	G WASHINGTON'S SEASONING & BROTH MIXES	2099938
17	CHEF-BOY-AR-DEE CANNED SPAGHETTI SAUCE	2033617	26	JEFFY POP POPCORN	2099985

AMERICAN MAIZE-PRODUCTS COMPANY		* TOTAL SALES	235.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	20.9% *
*****		* TOTAL ASSETS	118.0 MIL\$ FOOD/TOTAL SALES	98.7% PROFITS/ASSETS	13.5% *
OWNERSHIP: U.S. PUBLIC CORP.		* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	98.7% ADVERTISING/SALES	NA *
		* MEDIA ADVERTISING	.9 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	.3% *

CORN PROCESSING DIVISION		DIVISION SALES	54.0%, DIVISION PROFITS	92.4%, DIVISION AD/SALES	.0%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	AMAIZO CORN SYRUPS	2046007	5	AMAIZO DEXTRINS	2046051
2	AMAIZO TRU-SWEET HIGH FRUCTOSE CORN SYRUP	2046007	6	AMAIZO CORN GLUTEN FEED	2046075
3	FRO-DEX CORN SYRUP SOLIDS	2046018	7	AMAIZO CORN GERM	2046079
4	AMAIZO INDUSTRIAL STARCHES	2046031			

CIGAR DIVISION		DIVISION SALES	20.4%, DIVISION PROFITS	3.6%, DIVISION AD/SALES	.4%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1 KING EDWARD SPECIAL CIGARRILLOS		2121021	3 SWISHER SWEET CIGARS		2121031
2 KING EDWARD CIGARS		2121031			

COFFEE DIVISION		DIVISION SALES	14.9%, DIVISION PROFITS	.3%, DIVISION AD/SALES	1.3%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	BROWN GOLD REGULAR COFFEE	2095115	5	SAVARIN REGULAR COFFEE	2095115
2	EL PICO LATIN-STYLE COFFEE	2095115	6	SAVARIN AUTOMATIC FILTER COFFEE	2095215
3	MEDAGLIA D'ORO ESPRESSO COFFEE	2095115	7	SAVARIN INSTANT COFFEE	2095215
4	MEDAGLIA D'ORO REGULAR COFFEE	2095115			

CANDY DIVISION		DIVISION SALES	9.4%, DIVISION PROFITS	3.3%, DIVISION AD/SALES	1.1%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#		
1 BOYER CANDIES	2065000	3 MALLO CUP CHOCOLATE COV CUP CANDIES	2066251		
2 JAMBOREE CHOCOLATE COV CUP CANDIES	2066251	4 SMOOTHIE CHOCOLATE COV CUP CANDIES	2066251		

BUILDING DIVISION		DIVISION SALES	1.3%, DIVISION PROFITS	.3%, DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#		
1 LUNDY-BRIGGS HOME CONSTRUCTION	1522000	2 LUNDY-BRIGGS BUILDING MATERIALS RETAIL	5211000		

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*****
AMERICAN STORES COMPANY          * TOTAL SALES      3207.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      13.4% *
*****                          * TOTAL ASSETS     514.0 MIL$ FOOD/TOTAL SALES      0.0% PROFITS/ASSETS      7.0% *
OWNERSHIP: U.S. PUBLIC CORP.    * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES      6.0% ADVERTISING/SALES      NA *
*****                          * MEDIA ADVERTISING 5.2 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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SUPERMARKETS                     DIVISION SALES      96.3%, DIVISION PROFITS      89.8%, DIVISION AD/SALES      .2%

  PRODUCT NAME                   SIC#                PRODUCT NAME                   SIC#
  1 ACME MARKETS                 5411000             2 ALPHA BETA MARKETS          5411000

DRUG STORES                     DIVISION SALES      3.1%, DIVISION PROFITS      8.4%, DIVISION AD/SALES      .0%

  PRODUCT NAME                   SIC#                PRODUCT NAME                   SIC#
  1 REA AND DERICK DRUG STORES  5912000

RESTAURANTS                     DIVISION SALES      .7%, DIVISION PROFITS      1.8%, DIVISION AD/SALES      .0%

  PRODUCT NAME                   SIC#                PRODUCT NAME                   SIC#
  1 ALPHY'S RESTAURANTS         5812000             2 HARDEE RESTAURANTS         5812000

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*****
AMFAC, INC                      * TOTAL SALES      1134.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      6.2% *
*****                          * TOTAL ASSETS     739.0 MIL$ FOOD/TOTAL SALES      24.4% PROFITS/ASSETS      7.1% *
OWNERSHIP: U.S. PUBLIC CORP.    * TOTAL ADVERTISING 14.0 MIL$ U.S. FOOD/U.S. SALES      24.4% ADVERTISING/SALES      1.2% *
*****                          * MEDIA ADVERTISING .7 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      .2% *
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FOOD                             DIVISION SALES      11.7%, DIVISION PROFITS      15.8%, DIVISION AD/SALES      .0%

  PRODUCT NAME                   SIC#                PRODUCT NAME                   SIC#
  1 MONTEREY FRESH MUSHROOMS    0182000             6 PACIFIC PEARL CANNED CRAB  2091011
  2 LAMB-WESTON GENERAL PROMOTION 2037000             7 PACIFIC PEARL CANNED SHRIMP 2091011
  3 LAMB'S FROZEN FRENCH FRIED POTATOES 2037248             8 PACIFIC PEARL FROZEN SHRIMP 2092416
  4 LAMB'S FROZEN ONION RINGS    2037298             9 PACIFIC PEARL FROZEN CRAB  2092417
  5 LAMB'S FROZEN FRUIT TURNOVERS 2038115

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AGRICULTURE                     DIVISION SALES      11.9%, DIVISION PROFITS      43.9%, DIVISION AD/SALES      .0%

  PRODUCT NAME                   SIC#                PRODUCT NAME                   SIC#
  1 PUNA PAPAYA                 0179000

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RETAIL                          DIVISION SALES      26.3%, DIVISION PROFITS      7.3%, DIVISION AD/SALES      .2%

  PRODUCT NAME                   SIC#                PRODUCT NAME                   SIC#
  1 AMFAC INC RETAIL STORES     5300000             4 RHODES DEPARTMENT STORES    5311000
  2 KAUAI STORES DEPARTMENT STORES 5311000             5 GANO DOWNS SPECIALTY STORES 5611000
  3 LIBERTY HOUSE DEPARTMENT STORES 5311000             6 JOSEPH MAGNIN SPECIALTY STORES 5631000

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DISTRIBUTION                   DIVISION SALES      34.9%, DIVISION PROFITS      14.4%, DIVISION AD/SALES      .0%

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HOSPITALITY                    DIVISION SALES      10.1%, DIVISION PROFITS      9.5%, DIVISION AD/SALES      .1%

  PRODUCT NAME                   SIC#                PRODUCT NAME                   SIC#
  1 AIRPORTMARINA HOTELS       7011000             3 DENVER MARINA HOTEL         7011000
  2 COCO PALMS RESORT          7011000             4 FRED HARVEY LODGES          7011000

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5 FURNACE CREEK INN & RANCH RESORT
6 ISLAND HOLIDAYS RESORTS HAWAII
7 KAHNAPALI BEACH RESORT
8 KING KAMEHAMEHA HOTEL

7011000
7011000
7011000
7011000

9 ROYAL LAHAINA RESORT
10 SILVERADO COUNTRY CLUB & RESORT
11 ROYAL KAHNAPALI GOLF COURSE

7011000
7011000
7992000

ASSET MANAGEMENT

DIVISION SALES

5.0%, DIVISION PROFITS

8.9%, DIVISION AD/SALES

.0%

PRODUCT NAME

SIC#

PRODUCT NAME

SIC#

1 SILVERADO COUNTRY CLUB & RESORT REAL ESTATE 6531000

AMSTAR CORPORATION * TOTAL SALES 1119.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 16.6% *

* TOTAL ASSETS 441.0 MIL\$ FOOD/TOTAL SALES 88.1% PROFITS/ASSETS 10.1% *

OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 88.1% ADVERTISING/SALES NA *
* MEDIA ADVERTISING .8 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES .2% *

SWEETENER BUSINESS

DIVISION SALES

85.5%, DIVISION PROFITS

83.6%, DIVISION AD/SALES

.1%

PRODUCT NAME

SIC#

PRODUCT NAME

SIC#

1 AMERFOND HIGH FRUCTOSE CORN SYRUP
2 DOMINO REFINED CANE SUGARS
3 AMERFOND FONDANT SUGAR
4 BAKERFOND FONDANT SUGAR

2046007
2062011
2062030
2062030

5 DIPAC SPECIALTY SUGAR
6 FRESHTEX HUMECTANT SUGAR
7 SPRECKELS REFINED BEET SUGARS

2062030
2062030
2063007

OTHER BUSINESSES

DIVISION SALES

14.5%, DIVISION PROFITS

16.4%, DIVISION AD/SALES

.0%

PRODUCT NAME

SIC#

PRODUCT NAME

SIC#

1 DOMINO SUGAR INDIVIDUAL SERVICES
2 MELLOWLEAF TOBACCO CURING SUGAR
3 DOMINO CONDIMENTS INDIVIDUAL SERVICES

2062009
2062075
2075298

4 DOMINADE DRY SOFT DRINK BASE
5 COFFING HOISTS
6 MILWAUKEE PORTABLE ELECTRIC TOOLS

2087225
3536100
3540000

ANDERSON, CLAYTON & CO * TOTAL SALES 1281.0 MIL\$ U.S./TOTAL SALES 59.3% PROFITS/EQUITY 12.4% *

* TOTAL ASSETS 412.0 MIL\$ FOOD/TOTAL SALES 86.3% PROFITS/ASSETS 11.8% *

OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 19.1 MIL\$ U.S. FOOD/U.S. SALES 76.7% ADVERTISING/SALES 1.5% *
* MEDIA ADVERTISING 2.6 MIL\$ U.S./TOTAL PROFITS 76.1% R&D/SALES .2% *

CONSUMER & INSTITUTIONAL FOODS

DIVISION SALES

20.6%, DIVISION PROFITS

10.5%, DIVISION AD/SALES

.9%

PRODUCT NAME

SIC#

PRODUCT NAME

SIC#

1 HOFFMAN'S CHEESES
2 WOODY'S CHEESES
3 MAY-BUD CHEESES

2022000
2022000
2022101

4 UNIQUE LOAF CHEESE SUBSTITUTE
5 SEVEN SEAS SALAD DRESSINGS
6 CHIFFON MARGARINE

2022200
2035430
2079201

COFFEE MERCHANDISING

DIVISION SALES

21.1%, DIVISION PROFITS

26.0%, DIVISION AD/SALES

.0%

OILSEED PROCESSING

DIVISION SALES

10.6%, DIVISION PROFITS

2.7%, DIVISION AD/SALES

.0%

ANIMAL & POULTRY FEEDS AND PLANTING SEEDS

DIVISION SALES

4.6%, DIVISION PROFITS

16.2%, DIVISION AD/SALES

.1%

PRODUCT NAME

SIC#

PRODUCT NAME

SIC#

1 HY-LAY HATCHERIES
2 ACCO FEEDS

0254000
2048000

3 ACCO LAREDO HORSE CARE PRODUCTS
4 ACCO FARM SEED

2834900
5191000

NON-FOOD OPERATIONS DIVISION SALES 2.3%, DIVISION PROFITS 4.7%, DIVISION AD/SALES .0%

INTERNATIONAL FOODS OPERATIONS DIVISION SALES 40.7%, DIVISION PROFITS 40.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LUNA CHEESE	2022000	5 PRIMAVERA MARGARINE	2079201
2 GOURMET MAYONNAISE	2035423	6 PRONTO DESSERTS	2099153
3 ALMANDA OIL	2079110	7 AMENDOCREM PEANUT BUTTER	2099944
4 BLAYBOM MARGARINE	2079201		

ANHEUSER-BUSCH INCORPORATED	* TOTAL SALES	1645.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	13.6% *
*****	* TOTAL ASSETS	1202.0 MIL\$ FOOD/TOTAL SALES	94.2% PROFITS/ASSETS	7.5% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	42.0 MIL\$ U.S. FOOD/U.S. SALES	94.2% ADVERTISING/SALES	2.6% *
	* MEDIA ADVERTISING	28.1 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

BEER DIVISION DIVISION SALES 90.0%, DIVISION PROFITS NA , DIVISION AD/SALES 1.8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ANHEUSER-BUSCH	2082114	4 MICH VII BEER	2082114
2 BUDWEISER BEER	2082114	5 MICHELOB BEER	2082114
3 BUSCH BAVARIAN BEER	2082114	6 BUDWEISER MALT LIQUOR	2082451

OTHER DIVISIONS DIVISION SALES 10.0%, DIVISION PROFITS NA , DIVISION AD/SALES 1.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 THE CARDINAL GUM INDUSTRIAL STARCH	2046031	6 BUSCH BIRD PARK	7996000
2 BUDWEISER YEAST	2099451	7 BUSCH GARDENS	7996000
3 BUSCH CORPORATE CENTER	6552000	8 DARK CONTINENT VILLAGE	7996000
4 BUSCH PROPERTIES INC REAL ESTATE	6552000	9 OKTOBERFEST	7996000
5 KINGSMILL ON THE JAMES	6552000	10 OLD COUNTRY VILLAGE	7996000

ARCHER-DANIELS-MIDLAND COMPANY	* TOTAL SALES	1621.0 MIL\$ U.S./TOTAL SALES	89.1% PROFITS/EQUITY	NA *
*****	* TOTAL ASSETS	483.0 MIL\$ FOOD/TOTAL SALES	97.5% PROFITS/ASSETS	20.8% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	.2 MIL\$ U.S. FOOD/U.S. SALES	86.4% ADVERTISING/SALES	.0% *
	* MEDIA ADVERTISING	.1 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

SOYBEAN OPERATIONS DIVISION SALES 52.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TEXTURED VEGETABLE PROTEIN TVP	2075298	2 TEXTURED VEGETABLE PROTEIN TVP/2	2075298

WHEAT FLOUR OPERATIONS DIVISION SALES 17.8%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

CORN OPERATIONS DIVISION SALES 14.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

SUNDRY OPERATIONS DIVISION SALES 14.4%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MARTHA GOOCH PACKAGED DINNERS	2036225	2 RED SKILLET DINNERS	2036225

ARCHER-DANIELS-MIDLAND COMPANY (CONTINUED)

3 MARTHA GOOCH BAKING MIXES	2045500	6 MARTHA GOOCH PASTA PRODUCTS	2090011
4 GOOCH'S FIELDS	2040000	7 NATIONAL CITY BANK OF MINNEAPOLIS	6020000
5 SUPREME SUGAR	2042011		

ASSOCIATED COCA-COLA BOTTLING CO	* TOTAL SALES	157.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	18.0% *
*****	* TOTAL ASSETS	77.0 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	13.4% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	5.6 MIL\$ U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	3.0% *
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

ASSOCIATED COCA-COLA DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FANTA BEVERAGES	2086020	7 FRESCA SOFT DRINK	2086027
2 HOLIDAY BEVERAGES	2086020	8 MR. PIBB SOFT DRINK	2086027
3 ROYAL PALM BEVERAGES	2086020	9 TAB LOW CALORIE SOFT DRINK	2086028
4 COCA-COLA SOFT DRINK	2086021	10 FLORIDA CITRUS PUNCH CITRUS DRINK	2086090
5 SPRITE SOFT DRINK	2086023	11 SUNNY DELIGHT CITRUS DRINK	2086090
6 DR. PEPPER SOFT DRINK	2086027	12 TIP TOP CITRUS DRINK	2086090

ASSOCIATED MILK PRODUCERS	* TOTAL SALES	1479.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	6.1% *
*****	* TOTAL ASSETS	185.0 MIL\$ FOOD/TOTAL SALES	23.9% PROFITS/ASSETS	3.5% *
OWNERSHIP: COOP	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	23.9% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

ASSOCIATED MILK PRODUCERS INC. DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHEFS HELPER BUTTER	2021010	11 CHEFS HELPER CHEESE-AMERICAN	2022211
2 CLOVER CLUB BUTTER	2021010	12 CLOVER CLUB CHEESE-AMERICAN	2022211
3 CORN COUNTRY BUTTER	2021010	13 CORN COUNTRY CHEESE-AMERICAN	2022211
4 HILAND BUTTER	2021010	14 HILAND CHEESE-AMERICAN	2022211
5 STATE BRAND BUTTER	2021010	15 STATE BRAND CHEESE-AMERICAN	2022211
6 CHEFS HELPER CHEESE-NATURAL	2022101	16 AMPI POWDERED MILK	2023128
7 CLOVER CLUB CHEESE-NATURAL	2022101	17 AMPI WHOLE MILK	2026212
8 CORN COUNTRY CHEESE-NATURAL	2022101	18 AMPI LOWFAT MILK	2026223
9 HILAND CHEESE-NATURAL	2022101	19 AMPI NONFAT MILK	2026225
10 STATE BRAND CHEESE-NATURAL	2022101		

BEATRICE FOODS CO	* TOTAL SALES	4691.0 MIL\$ U.S./TOTAL SALES	78.1% PROFITS/EQUITY	15.3% *
*****	* TOTAL ASSETS	1844.0 MIL\$ FOOD/TOTAL SALES	73.7% PROFITS/ASSETS	10.2% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	88.5 MIL\$ U.S. FOOD/U.S. SALES	74.1% ADVERTISING/SALES	1.9% *
	* MEDIA ADVERTISING	17.9 MIL\$ U.S./TOTAL PROFITS	101.0% R&D/SALES	NA *

DAIRY PRODUCTS DIVISION SALES 29.3%, DIVISION PROFITS 21.5%, DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BEATRICE DAIRY PRODUCTS	2020000	6 CHEZ-TONE 13 CHEESE	2022210
2 CASWELL DAIRY PRODUCTS	2020000	7 MEINERZ ITALIAN CHEESE	2022210
3 IDEAL DAIRY PRODUCTS	2020000	8 N-RICH COFFEE CREAMER	2023123
4 MEADOW GOLD DAIRY PRODUCTS	2020000	9 STAPILAC EVAPORATED MILK	2023212
5 SEATON DAIRY PRODUCTS	2020000	10 AMERICA'S BIRTHDAY ICE CREAM	2024013

DIVISION SALES

33.0%, DIVISION PROFITS

26.7%, DIVISION AD/SALES

.32

SIC#

2000000
2021015
2032366
2032468
2032468
2032468
2032493
2033122
2033173
2033200
2033200
2033460
2033492
2035210
2035351
2037135
2038115
2038244
2038244
2038244
2038311
2041000
2041121
2041121
2041311

SIC#
2041398
2045500
2047120
2051000
2051111
2051111
2052210
2052210
2065100
2065100
2065300
2065300
2065300
2065300
2065300
2065831
2066200
2084010
2091031
2099113
2099113
2099200
2099212
2099212
2099930
2099930
2099944

55 EGO LIQUID LAUNDRY DETERGENT	2841200	59 MIRACLE WHITE SUPER CLEANER	2841200
56 MIRACLE WHITE NON-POLLUTING DETERGENT	2841200	60 MIRACLE WHITE POWDERED BLEACH	2842243
57 MIRACLE WHITE POWERIZER	2841200	61 MIRACLE WHITE FABRIC SOFTENER	2842394
58 MIRACLE WHITE SOIL & STAIN REMOVER	2841200		

PRDCT NAME	SIC#	PRDCT NAME	SIC#
1 KNEIP MEATS	2013000	6 ECKRICH LUNCHEON MEATS	2013735
2 ECKRICH MEAT PRODUCTS	2013700	7 COUNTY LINE CHEESE	2022101
3 ECKRICH SAUSAGE	2013711	8 CHEESEBREAK CHEESE	2022210
4 BIGHORN JERKY	2013717	9 OLD FASHIONED SNACKS	2099968
5 ECKRICH FRANKFURTERS	2013721		

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 VIGORTONE FEEDS & SUPPLEMENTS	2048000	2 ROSS WELLS MINK FOOD PELLETS	2048811

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HEKMAN FURNITURE	2511000	18 CARTWHEELS LUGGAGE	3161000
2 BODY GLOVES CASUAL FURNITURE	2511200	19 SAMSONITE LUGGAGE	3161000
3 SEQUOIA SUNRISE REDWOOD OUTDOOR FURNITURE	2511700	20 SCANDIA SOFTSIDE LUGGAGE	3161018
4 SAMSONITE FOLDAWAY FURNITURE	2511720	21 SILHOUETTE DRESS & SUIT PACKS	3161098
5 SAMSONITE FURNITURE	2511720	22 DOPP LEATHER ACCESSORIES	3172000
6 SAMSONITE OUTDOOR FURNITURE	2511720	23 MELNOR LAWN SPRINKLERS	3432000
7 VOGEL-PETERSON INTERIOR SCREENS	2541111	24 BODY SHAPER SHOWERHEAD	3432019
8 BLOOMFIELD FOOD SERVICE EQUIPMENT	2599048	25 CHARMGLOW OUTDOOR GRILLS	3631232
9 MARKET FORGE FOOD PREPARATION EQUIPMENT	2599048	26 WORLD HAND DRYERS INDUSTRIAL	3634300
10 NEOCRYL ACRYLIC POLYMERS	2824230	27 STIFFEL LAMPS	3645700
11 RABRO PHARMACEUTICALS	2834000	28 MORGAN YACHTS	3731300
12 CLIMAX LEATHER FINISHES	2843071	29 AIRSTREAM TRAVEL TRAILERS	3792100
13 FAKBOIL PAINTS	2851618	30 ARGOSY TRAVEL TRAILERS	3792100
14 DRI-PRINT FOILS	2851651	31 HART SKIS	3949571
15 THORO-SEAL CEMENTITIOUS WALLS	2891500	32 HART TENNIS EQUIPMENT	3949581
16 MOLUB-ALLOY LUBRICANTS	2992031	33 TAYLOR FREEZER	5451000
17 MUNARI SKI BOOTS FAMILY	3021298	34 DAHLGREN (HOUSEHOLD)	5719000

BLUEBIRD INCORPORATED	* TOTAL SALES	403.0 MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	12.0%
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ASSETS	68.0 MIL\$ FOOD/TOTAL SALES	100.0%	PROFITS/ASSETS	8.7%
	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 AGAR MEATS	2013000	3 PATRICK CUDAHY MEATS	2013000
2 BLUEBIRD MEATS	2013000		

FRESH AND FROZEN PORK DIVISION SALES 37.0%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

BORDEN INC	*	TOTAL SALES	3367.0 MIL\$ U.S./TOTAL SALES	84.3%	PROFITS/EQUITY	10.8%	*		

	*	TOTAL ASSETS	1656.0 MIL\$ FOOD/TOTAL SALES	69.1%	PROFITS/ASSETS	6.4%	*		

OWNERSHIP: U.S. PUBLIC CORP.	*	TOTAL ADVERTISING	116.1 MIL\$ U.S. FOOD/U.S. SALES	72.2%	ADVERTISING/SALES	3.4%	*		
	*	MEDIA ADVERTISING	33.7 MIL\$ U.S./TOTAL PROFITS	76.0%	R&D/SALES	.4%	*		

BORDEN FOOLS DIVISION SALES 32.7%, DIVISION PROFITS 15.0%, DIVISION AD/SALES 2.2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BORDENS LITE-LINE MULTI-PRODUCT ADVERTISING	2020000	27 AUNT JANES PICKLES	2035210
2 BORDENS LITE-LINE CHEESE	2022101	28 CALO PET FOOD	2047100
3 LIEDERKRANZ CHEESE	2022101	29 DRAKE BREAD	2051111
4 BORDENS PRO-LINE PRODUCTS	2022211	30 DRAKE CAKES	2051411
5 CHEEZ KISSES	2022211	31 DRAKE FRUIT PIES	2051511
6 BORDENS EAGLE BRAND CONDENSED MILK	2023216	32 OLD LONDON MELBA TOAST	2052198
7 BORDENS FROZEN TREATS	2024000	33 COLONIAL SUGAR	2062011
8 BORDENS CREAM EL	2026243	34 CAMPFIRE MAPSHMALLOWS	2065300
9 BORDENS CREMORA COFFEE CREAMER	2026243	35 CRACKER JACK	2065300
10 BORDENS DIPS	2026245	36 CRACKER JACK DRY ROASTED NUTS	2065811
11 BORDENS WHIP & PUOF TOPPING	2026263	37 FLAVOR HOUSE NUTS	2065811
12 BORDENS BREAKFAST DRINK	2026435	38 PRIZE LEMONADE MIX	2087435
13 BORDENS EGG NOG & BACARDI RUM	2026435	39 WYLER'S DRINK MIXES	2087435
14 BORDENS INSTANT HOT CHOCOLATE	2026435	40 SNOWS CLAMS	2091011
15 BORDENS NONE SUCH MINCE MEAT & PILLSBURY PIE	2032491	41 SNOWS CANNED CHOWDERS	2091031
16 COMSTOCK CANNED PIE FILLINGS	2033160	42 OLD JUDGE COFFEE	2095115
17 SACTO TOM JUICE	2033400	43 KAVA INSTANT COFFEE	2095215
18 REALEMON LEMON JUICE	2033471	44 BORDENS DESSERT STARTER	2099113
19 BORDENS TRU-MATO JUICE	2033515	45 LIGHTS POTATO CHIPS	2099212
20 SACRAMENTO TOMATO JUICE	2033515	46 STACKABLES POTATO CHIPS	2099212
21 SACRAMENTO TOMATO PLUS VEGETABLE JUICE COCKT	2033515	47 WISE POTATO CHIPS	2099212
22 BAMA JELLIES AND PRESERVES	2033800	48 OLD LONDON CHEESE DOODLES	2099298
23 WYLER'S ITS JELLY POWDERED MIX	2033831	49 WYLER'S ICED TEA MIX	2099583
24 BORDENS COUNTRY STORE INSTANT MASHED POTATOE	2034131	50 BAMA PEANUT BUTTER	2099944
25 WYLER'S INSTANT BOUILLON	2034211	51 CRACKER JACK PEANUT BUTTER	2099944
26 WYLER'S MULTI-PRODUCT ADVERTISING	2034211		

W. ORDEN DAIRY AND SERVICES DIVISION SALES 28.0%, DIVISION PROFITS 16.0%, DIVISION AD/SALES .6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BORDENS DAIRY PRODUCTS	2020000	9 CRACKER JACK ICE CREAM BARS	2024097
2 ACTILAC CHEESE STARTER	2022101	10 BORDENS MILK	2026200
3 BORDENS CHEESE	2022101	11 BORDENS COTTAGE CHEESE	2026313
4 BORDENS CONDENSED MILK	2023216	12 LITE-LINE YOGURT	2026433
5 BORDENS CONDENSED MILK & KELLOGGS CORN FLAKE	2023216	13 CRYSTAL SPRINGS BOTTLED WATER	2097000
6 BORDENS ICE CREAM	2024013	14 POLAR WATER	2097000
7 LADY BORDEN ICE CREAM	2024013	15 BORDEN BBF RESTAURANTS	5812000
8 BORDENS ICE MILK	2024097		

BORDEN CHEMICAL	DIVISION SALES	21.7%	DIVISION PROFITS	45.0%	DIVISION AD/SALES	.5%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MR ALEX SPORTSWEAR WOMEN	2370000	7 SMITH-DOUGLASS FERTILIZER	2870000
2 JEAN PATOU SCARVES WOMEN	2339331	8 ELMERS CHINA & GLASS CEMENT	2891000
3 MYSTIK TAPES	2641400	9 ELMERS CONTACT CEMENT	2891000
4 JEAN PATOU PERFUME	2844200	10 ELMERS GLUE-ALL	2891000
5 KRYLON SPRAY PAINTS HOME	2851301	11 ELMERS SCHOOL GLUE	2891000
6 BORDEN FERTILIZER	2870000	12 STERLING PLASTICS OFFICE SUPPLIES	3079091

BORDEN INC (CONTINUED)

13 RESINITE PACKAGING FILM		3079100	14 WALL-TEX WALL COVERINGS HOME		3079600
BORDEN INC INTERNATIONAL		DIVISION SALES	17.0%, DIVISION PROFITS	24.0%, DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#		
1 BORDEN DAIRY PRODUCTS (INTERNATIONAL)	2020000	8 COCIO CHOCOLATE MILK	2020435		
2 CHEEZ KISSES	2022211	9 HEMO CHOCOLATE DRINK MIX	2020435		
3 KLIM MILK POWDER	2023128	10 REALEMON LEMON JUICE	2033471		
4 EAGLE BRAND CONDENSED MILK	2023216	11 HUMBROL PAINTS	2851900		
5 LADY BORDEN ICE CREAM	2024013	12 ELMER'S GLUES	2891000		
6 CREMELLE CREAMER	2026247	13 RESINITE PACKAGING FILM	3079100		
7 CREMORA CREAMER	2026243	14 INSULSPRAY	3079200		

BRITISH AMERICAN TOBACCO	* TOTAL SALES	5560.0 MIL\$ U.S./TOTAL SALES	47.3% PROFITS/EQUITY	12.4% *
*****	* TOTAL ASSETS	4822.0 MIL\$ FOOD/TOTAL SALES	46.1% PROFITS/ASSETS	7.3% *
OWNERSHIP: UNITED KINGDOM	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	17.1% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	55.0 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

TOBACCO		DIVISION SALES	44.0%, DIVISION PROFITS	77.0%, DIVISION AD/SALES	1.9%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#		
1 BELAIR CIGARETTES PREMIUM OFFER	2111010	20 BELAIR FILTER KING CIGARETTES	2111016		
2 BROWN & WILLIAMSON MULTI-PRODUCT ADVERTISING	2111000	21 BELAIR MENTHOL FILTER KING & SUPER LONGS	2111016		
3 BROWN & WILLIAMSON TOBACCO CORP GENERAL PROM	2111000	22 KOOL FILTER KINGS CIGARETTES	2111016		
4 CONTINENTAL CIGARETTES	2111000	23 KOOL FILTER KINGS & LONGS CIGARETTES	2111016		
5 KOOL CIGARETTES MULTI-PRODUCT ADVERTISING	2111000	24 KOOL FILTER KINGS & SUPER LONGS CIGARETTES	2111016		
6 KOOL CIGARETTES SWEEPSTAKES	2111000	25 RALEIGH FILTER KINGS & SUPER LONGS	2111016		
7 KRONE CIGARETTES	2111000	26 VANGUARD FILTER KINGS CIGARETTES	2111016		
8 BELAIR MENTHOL FILTER CIGARETTES	2111013	27 VICEROY FILTER KINGS CIGARETTES	2111016		
9 DARRELL FILTER CIGARETTES	2111013	28 VICEROY FILTER KINGS & SUPER LONGS CIGARETTE	2111016		
10 FACT FILTER CIGARETTES	2111013	29 CAPRI 110S FILTER CIGARETTES REGULAR & MENTH	2111018		
11 HB CIGARETTES	2111013	30 KOOL FILTER LONGS CIGARETTES	2111018		
12 HOLLYWOOD CIGARETTES	2111013	31 KOOL SUPER LONGS FILTER CIGARETTES	2111018		
13 KOOL FILTER CIGARETTES PREMIUM OFFER	2111013	32 PHOENIX 120S FILTER CIGARETTES REGULAR & MEN	2111018		
14 KOOL MILD CIGARETTES	2111013	33 SUEDES 120S FILTER CIGARETTES REGULAR & MENT	2111018		
15 RALEIGH EXTRA MILDS	2111013	34 TRAMPS 110S FILTER CIGARETTES REGULAR OR MEN	2111018		
16 RALEIGH FILTER CIGARETTES	2111013	35 VICEROY FILTER LONGS CIGARETTES	2111018		
17 TRAMPS FILTER CIGARETTES	2111013	36 VICEROY SUPER LONGS FILTER CIGARETTES	2111018		
18 TRAMPS FILTER CIGARETTES REGULAR & MENTHOL	2111013	37 SIR WALTER RALEIGH PIPE TOBACCO	2131007		
19 VICEROY FILTER CIGARETTES	2111013	38 SIR WALTER RALEIGH PIPE OFFER	3999942		

RETAILING		DIVISION SALES	37.0%, DIVISION PROFITS	9.5%, DIVISION AD/SALES	.3%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#		
1 GIMBELS NEW YORK (APPAREL-MEN)	5311000	12 SAKS FIFTH AVENUE (APPAREL-MEN)	5311000		
2 GIMBELS NEW YORK (APPAREL-WOMEN)	5311000	13 SAKS FIFTH AVENUE (APPAREL-WOMEN)	5311000		
3 GIMBELS NEW YORK (DRUGS & TOILETRIES)	5311000	14 SAKS FIFTH AVENUE (DRUGS & TOILETRIES)	5311000		
4 GIMBELS NEW YORK (HOUSEHOLD)	5311000	15 SAKS FIFTH AVENUE (HOUSEHOLD)	5311000		
5 GIMBELS STORES (APPAREL-MEN)	5311000	16 SAKS FIFTH AVENUE (JEWELRY)	5311000		
6 GIMBELS STORES (APPAREL-WOMEN)	5311000	17 SAKS FIFTH AVENUE (MISCELLANEOUS)	5311000		
7 GIMBELS STORES (HOUSEHOLD)	5311000	18 KOHLS (MISCELLANEOUS)	5399000		
8 GIMBELS STORES (MISCELLANEOUS)	5311000	19 INTERNATIONAL STORES	5411000		
9 SAKS FIFTH AVENUE (APPAREL-CHILDREN)	5311000	20 KOHLS FOOD STORES	5411000		
10 SAKS FIFTH AVENUE (APPAREL-FAMILY)	5311000	21 PEG-PA6 STORES	5411000		
11 SAKS FIFTH AVENUE (APPAREL-MEN & WOMEN)	5311000				

PAPER DIVISION SALES 13.7%, DIVISION PROFITS 6.4%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 WIGGINS TAPE	2641400		

COSMETICS DIVISION SALES 2.7%, DIVISION PROFITS 1.2%, DIVISION AD/SALES 2.2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 YARDLEY SOAPS	2841311	13 GERMAINE MONTEIL MAKE-UP	2844500
2 GERMAINE MONTEIL PERFUME	2844200	14 YARDLEY MAKE-UP	2844500
3 LENTHERIC PERFUME	2844200	15 YARDLEY TOILETRIES FOR MEN	2844500
4 MORNY PERFUME	2844200	16 GERMAINE MONTEIL LIPSTICK	2844521
5 SCANDIA PERFUME	2844200	17 YARDLEY LIP SLICKERS	2844521
6 TUVACHE PERFUME	2844200	18 YARDLEY LIPSTICKS	2844521
7 YARDLEY PERFUMES	2844200	19 YARDLEY POT O GLOSS LIP GLOSS	2844521
8 GERMAINE MONTEIL SHAMPOO	2844300	20 GERMAINE MONTEIL EYE MAKE-UP	2844523
9 YARDLEY SHAMPOOS	2844300	21 YARDLEY EYE MAKE-UP	2844523
10 CYCLAX COSMETICS	2844500	22 GERMAINE MONTEIL NAIL COLOR	2844531
11 GERMAINE MONTEIL COSMETICS	2844500	23 GERMAINE MONTEIL NAIL HARDENER	2844531
12 GERMAINE MONTEIL CREAMS & LOTIONS	2844500		

OTHER ACTIVITIES DIVISION SALES 1.0%, DIVISION PROFITS 5.9%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 VITA FROZEN SEAFOOD	2092000		

BROWN-FOREMAN DISTILLERS CORP	* TOTAL SALES	205.0 MIL\$ U.S./TOTAL SALES	66.3% PROFITS/EQUITY	9.4% *
*****	* TOTAL ASSETS	275.0 MIL\$ FOOD/TOTAL SALES	72.2% PROFITS/ASSETS	8.0% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	22.0 MIL\$ U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	10.7% *
	* MEDIA ADVERTISING	11.5 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

BROWN-FOREMAN DISTILLERS CORP DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 5.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ANDEAN VINEYARDS WINES	2084000	18 KORBEL BRANDY	2084065
2 ANHEUSER WINES	2084000	19 MARTELL COGNAC BRANDY	2084065
3 BOLLIA ITALIAN WINES	2084000	20 AMBASSADOR SCOTCH WHISKY	2085310
4 BROWN-FOREMAN VARIOUS WINES	2084000	21 CANDIAN MIST WHISKY	2085310
5 CELLA ITALIAN WINES	2084000	22 CANDIAN MIST WHISKY MAIL ORDER PROMOTION	2085310
6 CRUSE BORDEAUX	2084000	23 CHEQUERS SCOTCH	2085310
7 CRUSE BURGUNDY	2084000	24 EARLY TIMES BOURBON WHISKEY	2085310
8 CRUSE FRENCH WINES	2084000	25 JACK DANIELS TENNESSEE WHISKEY	2085310
9 CRUSE LAMBRUSCO	2084000	26 JACK DANIELS WHISKEY	2085310
10 CRUSE WINES	2084000	27 OLD BUSHMILLS IRISH WHISKEY	2085310
11 FRESCOBALDI ITALIAN WINES	2084000	28 OLD FORESTOR BOURBON WHISKY	2085310
12 KORBEL TABLE WINES	2084000	29 USHERS GREEN STRIPE SCOTCH WHISKY	2085310
13 MARQUES DEL LAGER WINES	2084000	30 BOLS LIQUERS	2085325
14 KORBEL CHAMPAGNE	2084001	31 CHUCOCO LIQUEUR	2085325
15 VEUVE CLICQUOT FRANCE CHAMPAGNE	2084001	32 PEPE LOPEZ TEQUILA	2085339
16 NOILLY PRAT VERMOUTH	2084001	33 LYNCHBURG HARDWARE & GENERAL STORE	5399000
17 BOLS BRANDIES	2084065	34 LYNCHBURG HARDWARE & GENERAL STORE	5399000

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FISH PRODUCTS	DIVISION SALES	48.5%	DIVISION PROFITS	27.6%	DIVISION AD/SALES	.1%
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SPECIALTY ITEMS DIVISION SALES 24.4%, DIVISION PROFITS 27.6%, DIVISION AD/SALES .0%

VEGETABLES AND FRUITS	DIVISION SALES	27.5%	DIVISION PROFITS	44.8%	DIVISION AD/SALES	.03
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C SCHMIDT & SONS	* TOTAL SALES	130.0 MIL\$	U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	NA *
*****	TOTAL ASSETS	NA	FOOD/TOTAL SALES	100.0%	PROFITS/ASSETS	NA *
OWNERSHIP: PRIVATE	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA *
*****	* MEDIA ADVERTISING	2.8 MIL\$	U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA *

C. SCHMIDT & SONS DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 2.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DUKE BEER	2082114	3 SCHMIDTS OF PHILADELPHIA BEER	2082114
2 KODIAK BEER	2082114		

CAGLES INC	* TOTAL SALES	136.7	MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	36.4%	*		
	TOTAL ASSETS	28.7	MIL\$ FOOD/TOTAL SALES	100.0%	PROFITS/ASSETS	17.9%	*		
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA	*		
	* MEDIA ADVERTISING	.7	MIL\$ U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA	*		

CAGLES INC DIVISION SALES 100.0% DIVISION PROFITS 100.0% DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CAGLES SMOKED HAM	2013631	3 CAGLES SAUSAGE	2013700
2 CAGLES BACON	2013641	4 CAGLES POULTRY PRODUCTS	2010100

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*****
CALIFORNIA CANNERS AND GROWERS * TOTAL SALES 203.0 MIL$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY -4.0% *
*****
* TOTAL ASSETS 182.0 MIL$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 2.3% *
OWNERSHIP: COOP * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
* MEDIA ADVERTISING 1.4 MIL$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *
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CALIFORNIA CANNERS AND GROWERS DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DIET DELIGHT MULTI-PRODUCT ADVERTISING	2033000	5 REDPACK CANNED VEGETABLES	2033200
2 DIET DELIGHT CANNED FRUITS	2033100	6 TUTOROSSO TOMATO PRODUCTS	2033297
3 FRUIT & HONEY CANNED FRUITS	2033100	7 HEARTS DELIGHT FRUIT DRINKS	2033400
4 HEARTS DELIGHT CANNED FRUITS	2033100	8 AUNT PENNYS SAUCES	2033600

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*****
CALIFORNIA & HAWAIIAN SUGAR REFINING CORP L * TOTAL SALES 536.0 MIL$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
*****
* TOTAL ASSETS 135.0 MIL$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
OWNERSHIP: COOP * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
* MEDIA ADVERTISING 1.0 MIL$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *
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CALIFORNIA & HAWAIIAN SUGAR REFINING CORP L DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 C & H SUGAR	2062011		

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*****
CAMPBELL SOUP COMPANY * TOTAL SALES 1546.0 MIL$ U.S./TOTAL SALES 86.8% PROFITS/EQUITY 13.1% *
*****
* TOTAL ASSETS 844.0 MIL$ FOOD/TOTAL SALES 97.3% PROFITS/ASSETS 10.3% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 45.5 MIL$ U.S. FOOD/U.S. SALES 96.9% ADVERTISING/SALES 2.9% *
* MEDIA ADVERTISING 35.2 MIL$ U.S./TOTAL PROFITS NA R&D/SALES .8% *
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CAMPBELL SOUP COMPANY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 2.3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SWANSON CANNED BONED TURKEY & CHICKEN	2017110	22 FRANCO-AMERICAN CANNED GRAVY	2035351
2 SWANSON FRIED CHICKEN	2017127	23 PEPPERIDGE FARM FROZEN CAKES	2038115
3 CAMPBELLS CANNED SOUPS	2032271	24 PEPPERIDGE FARM FROZEN PASTRY	2038115
4 CAMPBELLS CHUNKY CANNED SOUPS	2032271	25 PEPPERIDGE FARM FROZEN PATTY SHELLS	2038115
5 CAMPBELLS COOKBOOK	2032271	26 SWANSON FROZEN BREAKFASTS	2038115
6 CAMPBELLS SOUPER SUPPER MIXES	2032271	27 EFFICIENCY FROZEN ENTREES	2038225
7 GRANNY'S SOUPS	2032271	28 SWANSON DINNERS	2038225
8 KIA-ORA CONDENSED SOUPS	2032271	29 SWANSON ENTREES	2038225
9 CAMPBELLS CANNED BEANS	2032382	30 SWANSON MEAT PIES	2038231
10 KIA-ORA BEAN PRODUCTS	2032382	31 RECIPE CANNED DOG FOOD	2047121
11 BOUNTY CANNED ENTREES	2032400	32 RECIPE DRY DOG FOOD	2047125
12 FRANCO-AMERICAN CANNED SPAGHETTI & SPAGHETTI	2032462	33 PEPPERIDGE FARM DELICACIES	2050000
13 FRANCO-AMERICAN CANNED SPAGHETTIOS	2032462	34 PEPPERIDGE FARM BREAD	2051111
14 FRANCO-AMERICAN SPAGHETTI	2032462	35 PEPPERIDGE FARM ENGLISH MUFFINS	2051239
15 KIA-ORA SPAGHETTI PRODUCTS	2032462	36 CAMPBELLS SOUP TOPPERS CROUTONS	2051241
16 FRANCO-AMERICAN CANNED RAVIOLIOS	2032494	37 PEPPERIDGE FARM STUFFING	2051241
17 FRANCO-AMERICAN CANNED MACARONI & MEAT BALLS	2032495	38 DELACRE PASTRIES	2051611
18 KIA-ORA MACARONI PRODUCTS	2032495	39 PEPPERIDGE FARM CRACKERS	2052100
19 CAMPBELLS THICK & TANGY TOMATO JUICE COCKTAIL	2033515	40 PEPPERIDGE FARM PRETZELS	2052151
20 CAMPBELLS TOMATO JUICE	2033515	41 DELACRE COOKIES	2052210
21 V-8 CANNED VEGETABLE JUICES	2033598	42 PEPPERIDGE FARM COOKIES	2052210

43 GODIVA CANDY
 44 PEPPERIDGE FARM CHOCOLATES
 45 KIA-ORA FRUIT JUICE CORDIALS
 46 KIA-ORA TOPPINGS
 47 LEXINGTON GARDENS NURSERIES

2066242
 2066242
 2085325
 2099966
 5261000

48 CLARK'S RESTAURANTS
 49 HANOVER TRIAL RESTAURANTS
 50 HERFYS RESTAURANTS
 51 PIETRO'S RESTAURANTS

5812000
 5812000
 5812000
 5812000

 CAMPBELL TAGGART INC * TOTAL SALES 668.0 MIL\$ U.S./TOTAL SALES 95.5% PROFITS/EQUITY 15.0% *
 ***** TOTAL ASSETS 254.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 14.0% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 13.1 MIL\$ U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES 2.0% *
 * MEDIA ADVERTISING 2.8 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES .1% *

CAMPBELL TAGGART INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .4%

PRODUCT NAME SIC#
 1 MEXICO REFRIGERATED DOUGH PRODUCTS 2045570
 2 CAMPBELL TAGGART BAKERY PRODUCTS 2051000
 3 COLONIAL BAKERY PRODUCTS 2051000
 4 EARTH GRAINS BAKERY PRODUCTS 2051000
 5 KILPATRICK'S BAKERY PRODUCTS 2051000

PRODUCT NAME SIC#
 6 MANOR BAKERY PRODUCTS 2051000
 7 RAINBO BAKERY PRODUCTS 2051000
 8 HONEY GRAIN BREAD 2051111
 9 RAINBO BREAD 2051111
 10 ROMAN MEAL BREAD 2051111

 CARGILL INC * TOTAL SALES 10800.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
 ***** TOTAL ASSETS NA FOOD/TOTAL SALES 12.5% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 12.5% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .7 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

COMMODITY MARKETING DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

SEED DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME SIC#
 1 CARGILL HYBRID SEEDS 5191000
 2 P-A-G HYBRID SEED 5191000

PRODUCT NAME SIC#
 3 P-A-G HYBRID SEED DEALERS 5191000

FEED DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME SIC#
 1 CARGILL FEEDS 2048000

PRODUCT NAME SIC#
 2 NUTRENA FEEDS 2048000

PROCESSING DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME SIC#
 1 BURRUS LIGHT CRUST FLOUR 2041121

PRODUCT NAME SIC#
 2 BURRUS LIGHT CRUST BAKING MIXES 2045558

CHEMICAL PRODUCTS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

SALT DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

POULTRY	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME 1 PARAMOUNT POULTRY	SIC# 2016000		PRODUCT NAME 2 HONEYSUCKLE WHITE FROZEN TURKEY		SIC# 2016300	
CARGO CARRIERS	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
CARGILL LEASING	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME 1 CARGILL LEASING CORP. EQUIPMENT LEASING	SIC# 7304000		PRODUCT NAME		SIC#	
TENNANT	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
INSURANCE	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PAN AMERICAN	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA

CARNATION COMPANY	* TOTAL SALES	2075.0 MIL\$ U.S./TOTAL SALES	90.5% PROFITS/EQUITY	15.6% *
*****	TOTAL ASSETS	1004.0 MIL\$ FOOD/TOTAL SALES	92.5% PROFITS/ASSETS	9.5% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	37.0 MIL\$ U.S. FOOD/U.S. SALES	84.6% ADVERTISING/SALES	1.8% *
	* MEDIA ADVERTISING	28.0 MIL\$ U.S./TOTAL PROFITS	82.9% R&D/SALES	.3% *

DAIRY BASED PRODUCTS	DIVISION SALES	44.0%, DIVISION PROFITS	NA	DIVISION AD/SALES	.3%
PRODUCT NAME	SIC#		PRODUCT NAME		SIC#
1 BRENTWOOD DAIRY PRODUCTS	2020000		12 MORNING EVAPORATED MILK		2023212
2 CARNATION DAIRY PRODUCTS	2020000		13 RED SEAL EVAPORATED MILK		2023212
3 GLUCKSKLEE DAIRY PRODUCTS	2020000		14 BLUE CROSS CONDENSED MILK		2023216
4 SLENDER DIET FOODS	2020000		15 FAVORITA CONDENSED MILK		2023216
5 BRETTEL BUTTER	2021015		16 PEACOCK CONDENSED MILK		2023216
6 GNISSANA CHEESE	2022101		17 TOWER CONDENSED MILK		2023216
7 CARNATION INSTANT DRY MILK	2023128		18 CARNATION ICE CREAM		2024013
8 CARNATION EVAPORATED MILK	2023212		19 CARNATION MILK		2026200
9 GLORIA EVAPORATED MILK	2023212		20 CARNATION COTTAGE CHEESE		2026313
10 GOLD CROSS EVAPORATED MILK	2023212		21 CARNATION YOGURT		2026433
11 LIBERTY EVAPORATED MILK	2023212		22 THE SPREADABLES SANDWICH SPREADS		2035429

OTHER FOOD AND GROCERY PRODUCTS	DIVISION SALES	38.0%, DIVISION PROFITS	NA	DIVISION AD/SALES	3.2%
PRODUCT NAME	SIC#		PRODUCT NAME		SIC#
1 CARNATION SLENDER LIQUID & POWDER DIET FOOD	2000000		10 LITORAL CANNED FOODS		2032400
2 DINNERTIME FOOD PRODUCTS	2000000		11 LECOL FRUIT DRINKS		2033400
3 CHACINERA PROCESSED MEATS	2013000		12 CHEF-MATE SAUCES		2033600
4 COFFEE MATE COFFEE CREAMER	2026243		13 SOLIS SAUCES		2033600
5 PRAISE NON-DAIRY CREAMER	2026243		14 CONTADINA TOMATO SAUCE		2033613
6 RICH-NING NON-DAIRY CREAMER	2026243		15 CONTADINA TOMATO PASTE		2033661
7 TOPIC NON-DAIRY CREAMER	2026243		16 CARNATION PASTRY SHOPPE TOAST SPREAD		2033800
8 WHIP-MATE TOPPING MIX	2026263		17 TRIO DEHYDRATED POTATOES		2034131
9 GLUCKSKLEE STRAINED, JUNIOR BABY AND CHILD	2032100		18 CARNATION BREAKFAST BAR		2043019

19 AMI CANNED PET FOODS	2047100	33 BUFFET CANNED CAT FOOD	2047141
20 ENCIA PET FOOD	2047100	34 FRISKIES CANNED CAT FOOD	2047141
21 FRISKIES PET FOODS REGIONAL	2047100	35 GOURMET CANNED CAT FOOD	2047141
22 HYKRO PET FOOD	2047100	36 FRISKIES DRY KITTEN FOOD	2047153
23 KISSER CAT FOOD	2047100	37 GO-CAT DRY CAT FOOD	2047153
24 LOPIS PET FOOD	2047100	38 LITTLE FRISKIES DRY CAT FOOD	2047153
25 MIGHTY DOG DOG FOOD	2047120	39 LITTLE FRISKIES KITTEN FOOD	2047153
26 FIDO CANNEL PET FOOD	2047121	40 FORANIMAL ANIMAL FEEDS	2048000
27 FRISKIES CANNED DOG FOOD	2047121	41 CARNATION HOT COCOA MIX	2066871
28 FRISKIES DRY DOG FOOD	2047125	42 CARNATION INSTANT BREAKFAST	2087436
29 GO-DOG DRY DOG FOOD	2047125	43 CARNATION TUNA	2091011
30 STRONG DRY DOG FOOD	2047125	44 CARNATION OLD WORLD COFFEE BEVERAGES	2095115
31 AMISATO CAT FOOD	2047140	45 CARNATION INSTANT BREAKFAST PUDDING	2099193
32 FRISKIES CAT FOODS	2047140		

MISCELLANEOUS PRODUCTS

DIVISION SALES 18.0%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ALBERS FEEDS	2048000	4 CALFMANNA ANIMAL FOOD SUPPLEMENT	2048613
2 RED ROSE GRAINS AND CONCENTRATES	2048000	5 HERFF JONES RECOGNITION AND ACHIEVEMENT PROD	3911000
3 TEMPER GRAIN CONDITIONER	2048000	6 NYSTROM MULTIMEDIA LEARNING SYSTEMS	3944263

 CASTLE & COOKE INC * TOTAL SALES 843.0 MIL\$ U.S./TOTAL SALES 75.0% PROFITS/EQUITY 12.6% *
 ***** TOTAL ASSETS 461.0 MIL\$ FOOD/TOTAL SALES 25.3% PROFITS/ASSETS 8.2% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 9.7 MIL\$ U.S. FOOD/U.S. SALES 27.5% ADVERTISING/SALES 1.2% *
 * MEDIA ADVERTISING 5.1 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES NA *

FOOD DIVISION SALES 76.4%, DIVISION PROFITS 23.3%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DOLE ORANGES	0174000	9 DOLE CANNED FRUITS	2033100
2 CAJANA BANANNA	0179000	10 DOLE PINEAPPLE	2033157
3 DOLE BANANAS	0179000	11 DOLE PINEAPPLE HORMEL HAM & ROYAL PRICE YAMS	2033157
4 DOLE BANANAS BORDENS COND MILK KELLOGGS CORN	0179000	12 FIGARO CANNED CAT FOOD	2047141
5 DOLE FRESH PINEAPPLE	0179000	13 ROYAL HAWAIIAN MACADAMIA NUTS	2065811
6 DOLE FRESH MUSHROOMS	0182000	14 BUMBLE BEE CANNED TUNA	2091011
7 SHADY OAK FRESH MUSHROOMS	0182000	15 PAN-ALASKA ALASKAN KING CRAB, SNOW CRAB, SHR	2092400
8 KINOKO MUSHROOMS	0812000		

REAL ESTATE DIVISION SALES 5.4%, DIVISION PROFITS 2.9%, DIVISION AD/SALES .0%

MERCHANDISING DIVISION SALES 10.7%, DIVISION PROFITS .8%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 VALUE GIANT DEPARTMENT STORES	5311000		

MANUFACTURING DIVISION SALES 3.1%, DIVISION PROFITS 4.6%, DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PGCL SWEEP AUTOMATIC POOL CLEANER	3635000		

SERVICES & OTHER DIVISION SALES 3.4%, DIVISION PROFITS 8.3%, DIVISION AD/SALES .0%

 CENTRAL SOYA * TOTAL SALES 1789.0 MIL\$ U.S./TOTAL SALES 87.1% PROFITS/EQUITY 10.2% *
 ***** TOTAL ASSETS 408.0 MIL\$ FOOD/TOTAL SALES 73.3% PROFITS/ASSETS 10.5% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 68.9% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .4 MIL\$ U.S./TOTAL PROFITS 79.5% R&D/SALES .2% *

LIVESTOCK AND POULTRY FEEDS DIVISION SALES 25.3%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BOGENA PET FOODS	2047100	4 GILTEDGE ANIMAL HEALTH PRODUCTS	2834900
2 MASTER MIX FEEDS	2048000	5 RIGO AGRICULTURAL CHEMICALS	2870000
3 FARMACY ANIMAL HEALTH PRODUCTS	2834900		

REFINED SOYA AND PROCESSED FOOD PRODUCTS DIVISION SALES 16.5%, DIVISION PROFITS NA , DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RG DIETARY LECITHIN PRODUCTS	2075251	5 MRS FILBERTS MARGARINES	2079201
2 CENTEX MEAT EXTENDER	2075298	6 MRS FILBERTS REGULAR MARGARINE	2079201
3 MRS FILBERTS PLUSMEAT	2075298	7 MRS FILBERTS SOFT MARGARINE	2079201
4 RESPONSE MEAT EXTENDER	2075298	8 MRS FILBERTS SPREAD 25 MARGARINE SUBSTITUTE	2079201

SOYBEAN MEAL AND CRUDE OIL DIVISION SALES 23.5%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

GRAIN MERCHANDISING DIVISION SALES 25.5%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 COLUMBIANA FARM SEED	0181000		

POULTRY OPERATIONS DIVISION SALES 9.1%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

 CHESEBROUGH-PONDS * TOTAL SALES 675.0 MIL\$ U.S./TOTAL SALES 70.5% PROFITS/EQUITY 16.9% *
 ***** TOTAL ASSETS 479.0 MIL\$ FOOD/TOTAL SALES 20.7% PROFITS/ASSETS 12.1% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 51.8 MIL\$ U.S. FOOD/U.S. SALES 29.4% ADVERTISING/SALES 7.7% *
 * MEDIA ADVERTISING 28.5 MIL\$ U.S./TOTAL PROFITS 76.2% R&D/SALES .7% *

CONSUMER PACKAGED GOODS DIVISION SALES 80.0%, DIVISION PROFITS 81.5%, DIVISION AD/SALES 4.8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RAGU MEATLOAF MAKINGS	2032498	11 FAMILY DOG BRUSHING SPRAY	2834900
2 RAGU ITALIAN COOKING SAUCE	2033613	12 OVERTIME SPRAY DISINFECTANT DEODORIZER	2842332
3 RAGU SPAGHETTI SAUCE	2033613	13 DREAMFLOWER COSMETIC PRODUCTS	2844000
4 RAGU SPAGHETTI SAUCE & CREAMETTES MACARONI	2033617	14 PEGGY SAGE COSMETIC PRODUCTS	2844000
5 ADOLPHS INSTANT MEAT TENDERIZER	2099938	15 ROYALL LYME	2844156
6 VASELINE WIPE N WIPE BABY WIPES	2647200	16 ARANO FRAGRANCES	2844200
7 CHESELINE PROPRIETARY AND SPECIALTY PRODUCTS	2834000	17 AVIANCE FRAGRANCES	2844200
8 FAICHNEY PROPRIETARY AND SPECIALTY PRODUCTS	2834000	18 CACHET FRAGRANCES	2844200
9 PERTUSSIN COUGH AND COLD REMEDIES	2834400	19 ERNO LASZLO BEAUTY CONSULTANTS	2844200
10 ALAIVE ANAL CLEANSING LOTION	2874600	20 GOLDEN AUTUMN FRAGRANCES	2844200

CHESEBROUGH-PONDS (CONTINUED)

21 PRINCE MATCHABELLI PERFUME	2844200	35 VASELINE INTENSIVE CARE LOTION	2844510
22 PRINCE MATCHABELLI PERFUME & BATH TOILETRIES	2844200	36 VASELINE INTENSIVE CARE LOTION & BATH BEADS	2844510
23 PROPHECY FRAGRANCES	2844200	37 VASELINE INTENSIVE CARE PREMIUM OFFER	2844510
24 WIND SONG FRAGRANCES	2844200	38 VASELINE PETROLEUM JELLY	2844510
25 VASELINE HAIR TONIC	2844321	39 CUTEX LIPSTICK	2844521
26 GROOM & CLEAN HAIR DRESSING	2844341	40 AZIZA EYE COSMETICS	2844523
27 DUBANS TOOTHPASTE	2844411	41 CUTEX EYE MAKE-UPS	2844523
28 ANGEL FACE MAKEUP	2844510	42 ODORONO DEODORANTS	2844527
29 ANGEL SKIN COSMETIC PRODUCTS	2844510	43 CUTEX NAIL POLISH	2844531
30 POND'S COLD CREAM	2844510	44 REJOIRE POLISH	2844531
31 POND'S CREAMS & LOTIONS	2844510	45 CUTEX NAIL POLISH REMOVER	2844533
32 POND'S SKIN CREAMS PREMIUM OFFER	2844510	46 VASELINE INTENSIVE CARE BATH PRODUCTS	2844561
33 VASELINE BABY CARE PRODUCTS PREMIUM OFFER	2844510	47 VASELINE INTENSIVE CARE BODY SPLASHES	2844561
34 VASELINE DEEP MASSAGE	2844510	48 Q-TIPS STERILE SWABS	3842127

APPAREL DIVISION SALES 16.0%, DIVISION PROFITS 16.7%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HEALTH-TEX WEARING APPAREL CHILDREN	2360000		

HOSPITAL SUPPLIES DIVISION SALES 3.4%, DIVISION PROFITS 1.8%, DIVISION AD/SALES 8.5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 VASELINE HEMORR-AID OINTMENT	2834500	6 LILY WHITE HOSPITAL PRODUCTS	3842000
2 VASELINE INTENSIVE CARE LOTION	2844510	7 Q-TIPS STERILE SWABS	3842127
3 APLX THERMOMETERS	3829300	8 TRIFLO RESPIRATORY EXERCISERS	3842311
4 BALLO THERMOMETERS	3829300	9 UNIFLO RESPIRATORY EXERCISERS	3842311
5 CLINICAL PRODUCTS HOSPITAL PRODUCTS	3842000		

CHOCK FULL O NUTS CORP	* TOTAL SALES	163.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	3.8% *
*****	* TOTAL ASSETS	61.0 MIL\$ FOOD/TOTAL SALES	85.9% PROFITS/ASSETS	4.4% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	85.9% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	2.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

COFFEE DIVISION SALES 30.7%, DIVISION PROFITS 129.6%, DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHOCK FULL O NUTS FROZEN MARBLE CAKE	2038115	4 CHOCK FULL O NUTS REGULAR COFFEE	2095115
2 CHOCK FULL O NUTS FROZEN POUND CAKE	2038115	5 OLD JUDGE COFFEE	2095115
3 CHOCK FULL O NUTS DECAFFENATED COFFEE	2095115	6 CHOCK FULL O NUTS INSTANT COFFEE	2095215

RESTAURANTS DIVISION SALES 14.1%, DIVISION PROFITS -18.5%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHOCK FULL O NUTS RESTAURANTS	5812000		

BEEF DIVISION SALES 55.2%, DIVISION PROFITS -211.1%, DIVISION AD/SALES 2.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GASLINGERS BEEF	2082114	3 KNICKERBOCKER BEER	2082114
2 JACOB RUPPERT BEEF	2082114	4 RHEINGOLD BEER	2082114

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COASTAL FREEZING INC * TOTAL SALES 152.0 MIL$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
***** * TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
* MEDIA ADVERTISING 0.0 MIL$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *
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COASTAL FREEZING DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES NA

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COCA COLA CO * TOTAL SALES 2873.0 MIL$ U.S./TOTAL SALES 58.0% PROFITS/EQUITY 21.2% *
***** * TOTAL ASSETS 1711.0 MIL$ FOOD/TOTAL SALES 96.0% PROFITS/ASSETS 13.5% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 144.2 MIL$ U.S. FOOD/U.S. SALES 96.0% ADVERTISING/SALES 5.0% *
* MEDIA ADVERTISING 50.4 MIL$ U.S./TOTAL PROFITS 43.0% R&D/SALES .2% *
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THE COCA COLA CO DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 1.8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HI C FRUIT DRINKS	2033407	17 FANTA BEVERAGES	2086022
2 REAL GOLD FRUIT JUICES	2033407	18 SPRITE BEVERAGE	2086023
3 HI C LIQUID CONCENTRATE	2033494	19 COCA COLA CO SUGAR FREE BEVERAGES	2086028
4 MINUTE MAID FROZEN FRUIT JUICES	2037100	20 TAB LOW CALORIE BEVERAGES	2086028
5 BRIGHT & EARLY	2037175	21 FRESCA SUGAR FREE BEVERAGE	2086029
6 HI C FROZEN CONCENTRATE	2037175	22 MR PIBB DIET BEVERAGE	2086029
7 MINUTE MAID FROZEN ADES	2037175	23 SPRITE DIET BEVERAGE	2086029
8 MINUTE MAID FROZEN ORANGE JUICE	2037175	24 HI C FRUIT DRINK CRYSTALS	2087435
9 MINUTE MAID ORANGE JUICE	2037175	25 ADMIRATION COFFEE	2095115
10 SNOW CROP FROZEN ORANGE JUICE	2037175	26 BUTTER NUT REGULAR COFFEE	2095115
11 MINUTE MAID FROZEN LEMON JUICE	2037186	27 HUGGINS GOURMET MOCHA JAVA COFFEE	2095115
12 MR PIBB BEVERAGE	2086020	28 MARYLAND CLUB REGULAR COFFEE	2095115
13 RAINTREE BEVERAGES	2086020	29 THOMAS J WEBB COFFEE	2095115
14 REBEL BEVERAGE	2086020	30 BUTTER NUT INSTANT COFFEE	2095215
15 COCA COLA	2086021	31 TENCO COFFEE	2095215
16 COKE	2086021	32 AQUA GUARD FAUCET FILTER HOME	3432000

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COCA-COLA BOTTLING COMPANY OF NEW YORK INC * TOTAL SALES 256.7 MIL$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 8.8% *
***** * TOTAL ASSETS 161.0 MIL$ FOOD/TOTAL SALES 91.0% PROFITS/ASSETS 6.9% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 6.9 MIL$ U.S. FOOD/U.S. SALES 91.0% ADVERTISING/SALES 2.7% *
* MEDIA ADVERTISING 2.7 MIL$ U.S./TOTAL PROFITS 100.0% R&D/SALES .0% *
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SOFT DRINKS DIVISION SALES 66.4%, DIVISION PROFITS 93.1%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FANTA FLAVORS	2086022	11 SANTIBA CLUB SODA	2086027
2 COCA-COLA	2086021	12 SANTIBA ISLAND MIX	2086027
3 COKE	2086021	13 SANTIBA QUININA WATER	2086027
4 SPRITE BEVERAGE	2086023	14 DR PEPPER DIET	2086028
5 RUMBLES GINGER ALE	2086024	15 TAB LOW CALORIE SOFT DRINK	2086028
6 SANTIBA GINGER ALE	2086024	16 FRESCA BEVERAGE	2086029
7 WELCH'S SPARKLING GRAPE SODA	2086026	17 TAB BLACK CHERRY	2086029
8 DR PEPPER SOFT DRINK	2086027	18 TAB GINGER ALE	2086029
9 RUMBLES CLUB SODA	2086027	19 TAB ROOT BEER	2086029
10 RUMBLES TONIC WATER	2086027		

WINEs DIVISION SALES 24.2%, DIVISION PROFITS 9.9%, DIVISION AD/SALES 7.2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NO 20 LO WINES	2084030	7 TRIBUNO VERMOUTH	2084041
2 FANFARON WINE	2084010	8 BLACK BEAR POP WINE	2084043
3 SANTIER WINES	2084010	9 COLD BEAR POP WINE	2084043
4 YOSEMITE ROAD WINES	2084010	10 JUG POP WINE	2084043
5 MOGEN DAVID WINES	2084021	11 TRIBUNO BRANDY	2084065
6 FRANZIA WINE & CHAMPAGNE	2084031		

IGLOO DIVISION SALES 9.0%, DIVISION PROFITS 7.0%, DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 IGLOO 55-GALLON ALL-PLASTIC DRUM	3079400	5 PLAYMATE PICNIC CHESTS	3079700
2 IGLOO JUG	3079700	6 PLAYMATE PLASTIC BEVERAGE COOLERS	3079700
3 IGLOO PICNIC CHESTS	3079700	7 IGLOO METAL BEVERAGE COOLERS	3429317
4 IGLOO PLASTIC BEVERAGE COOLERS	3079700	8 PLAYMATE METAL BEVERAGE COOLERS	3429317

 COCA-COLA BOTTLING LOS ANGELES * TOTAL SALES 142.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 13.9% *
 ***** * TOTAL ASSETS 91.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 10.5% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 1.4 MIL\$ U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES 1.0% *
 * MEDIA ADVERTISING .0 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

SOFT DRINKS DIVISION SALES 73.9%, DIVISION PROFITS 72.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BUBBLE UP BEVERAGES	2086020	5 DR. PEPPER SOFT DRINK	2086027
2 DIAMOND HEAD SOFT DRINK	2086020	6 FRESCA SOFT DRINK	2086027
3 COCA-COLA SOFT DRINKS	2086021	7 TAB LOW CALORIE SOFT DRINK	2086028
4 CANADA DRY MIXERS	2086027		

WATER AND WATER RELATED PRODUCTS AND SERVIC DIVISION SALES 26.1%, DIVISION PROFITS 28.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ARROWHEAD PURITAS WATERS	2097000	4 ARROWHEAD ELECTRIC WATER COOLERS	3585343
2 OZARKA WATER	2097000	5 ARROWHEAD DEIONIZATION WATER SERVICE	8999000
3 PURE FRESH DISTILLED WATER	2097000		

 COLGNIAL PROVISIONS * TOTAL SALES 121.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 7.5% *
 ***** * TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .1 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES NA *

COLONIAL PROVISION CO INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 COLONIAL MEATS	2011000		

CONAGRA INC	* TOTAL SALES	546.0 MILS U.S./TOTAL SALES	99.3%	PROFITS/EQUITY	34.1% *
*****	* TOTAL ASSETS	141.0 MILS FOOD/TOTAL SALES	96.5%	PROFITS/ASSETS	15.4% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	1.2 MILS U.S. FOOD/U.S. SALES	96.7%	ADVERTISING/SALES	.2% *
	* MEDIA ADVERTISING	.1 MILS U.S./TOTAL PROFITS	NA	R&D/SALES	.1% *

FLOUR PRODUCTS DIVISION SALES 43.4%, DIVISION PROFITS 42.2%, DIVISION AD/SALES .0%

AGRI PRODUCTS DIVISION SALES 24.5%, DIVISION PROFITS 21.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FORMAX FEELS	2048000		

POULTRY PRODUCTS DIVISION SALES 22.7%, DIVISION PROFITS 20.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 COUNTRY SKILLET FOLUTPY PRODUCTS	0250000		

CONSUMER FOOD PRODUCTS DIVISION SALES 9.3%, DIVISION PROFITS 15.0%, DIVISION AD/SALES .1%

	PRODUCT NAME	SIC#		PRODUCT NAME	SIC#
1	EDWARDS FLOUR	2041121	6	GEISLER PET PRODUCTS	2047100
2	GLADIOLA FLOUR	2041121	7	KASCO DOG FOOD	2047120
3	MOTHERS BEST FLOUR	2041121	8	SNOOPY DOG FOOD	2047120
4	MOTHEPS BEST CORN MEAL	2041311	9	FRUEN SPECIALTY HORSE FEEDS	2046711
5	TENDER BAKE CORN MEAL	2041311	10	COUNTRY SKILLET CATFISH	2092213

CONSOLIDATED FOODS CORPORATION					* TOTAL SALES	2755.7	MIL\$ U.S./TOTAL SALES	87.1%	PROFITS/EQUITY	14.3%	*
					* TOTAL ASSETS	1037.7	MIL\$ FOOD/TOTAL ASSETS	46.6%	PROFITS/ASSETS	9.8%	*
OWNERSHIP: U.S. PUBLIC CORP.					* TOTAL ADVERTISING	38.7	MIL\$ U.S. FOOD/U.S. SALES	47.2%	ADVERTISING/SALES	1.4%	*
					* MEDIA ADVERTISING	11.1	MIL\$ U.S./TOTAL PROFITS	83.6%	R&D/SALES	.2%	*

FROZEN AND PROCESSED FOODS DIVISION SALES 33.0%, DIVISION PROFITS 31.0%, DIVISION AD/SALES .6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BRYAN MEATS	2013000	17 RUS-ETTE FROZEN POTATO PRODUCTS	2037249
2 KAHN'S MEATS	2013000	18 KITCHENS OF SARA LEE INC GENERAL PROMOTION	2038000
3 BRYAN BACON	2013641	19 SARA LEE FROZEN PIES	2038111
4 HI-BRAND	2013700	20 SARA LEE FROZEN BREAKFAST RINGS	2038115
5 BRYAN SAUSAGES	2013711	21 SARA LEE FROZEN CAKES	2038115
6 HILLSHIRE FARMS SAUSAGES	2013711	22 SARA LEE FROZEN DANISH COFFEE CAKES	2038115
7 KAHN'S SAUSAGE	2013711	23 SARA LEE FROZEN INTERNATIONAL DESSERTS	2038115
8 RUDY'S FARM SAUSAGE	2013711	24 SARA LEE FROZEN ENTREES	2038225
9 BRYAN WIENERS	2013721	25 SARA LEE FROZEN MAIN DISHES & SIDE DISHES	2038225
10 KAHN'S WIENERS	2013721	26 SARA LEE COOKIES	2052200
11 KAHN'S LUNCHEON MEAT	2013735	27 UNION SUGAR	2063007
12 CHICKEN DELIGHT	2016100	28 SARA LEE FROZEN CHOCOLATES	2068242
13 SARA LEE ICE CREAM	2024013	29 SHRIMP CRISPS	2075298
14 JUNKER FRIS	2033000	30 SHRIMP STICKS	2075298
15 E & C PICKLES	2035210	31 BOOTH'S FROZEN SEAFOODS	2092000
16 WELLWORTH PICKLES	2035210		

CONSOLIDATED FOODS CORPORATION (CONTINUED)

FOOD SERVICE		DIVISION SALES	21.5%, DIVISION PROFITS	14.0%, DIVISION AD/SALES	.0%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	LAWSON'S DAIRY AND BAKERY PRODUCTS	2000000	7	LYONNET RESTAURANTS	5813000
2	MCNARCH CANNED FRUITS AND VEGETABLES	2033000	8	PENNY PINCHER INN	5813000
3	ALMANACK RESTAURANTS	5813000	9	ROYAL BUFFET RESTAURANTS	5813000
4	HAMBURGER PADDYS RESTAURANTS	5813000	10	TOWNE HOUSE RESTAURANTS	5813000
5	L & K RESTAURANTS	5813000	11	L & K MOTELS AND RESTAURANTS	7011000
6	LYON INN	5813000			
SOFT DRINKS AND CONFECTIONS		DIVISION SALES	8.4%, DIVISION PROFITS	9.7%, DIVISION AD/SALES	1.5%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	LOWE POPSICLES	2024051	8	PAY DAY CANDY	2065100
2	CREAMSICLE	2024097	9	ZERO CANDY BARS	2065100
3	FUDGESICLE	2024097	10	DELSON CANDY	2065300
4	POPSICLE CANDY	2024097	11	MERRIMINTS	2065300
5	BUTTERNUT CANDY	2065100	12	SHASTA SOFT DRINKS	2086027
6	HOLLYWOOD CANDY	2065100	13	SHASTA DIET SOFT DRINKS	2086029
7	MILK SHAKE CANDY BARS	2065100			
HOME PRODUCTS AND SERVICES		DIVISION SALES	25.8%, DIVISION PROFITS	36.0%, DIVISION AD/SALES	.2%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	HACKS COUGH TABLETS	2065821	18	PLASTI-KOTE	2851381
2	BESTPLEAT FABRIC TRIMMINGS AND ACCESSORIES	2292000	19	LAWRENCE HOSE	3041300
3	CONSO FABRIC TRIMMINGS AND ACCESSORIES	2292000	20	LEBEAU PLASTIC MOLDED HOUSEWARES	3079091
4	EVERGOLD FABRIC TRIMMINGS AND ACCESSORIES	2292000	21	MK PLASTIC MOLDED HOUSEWARES	3079091
5	NIP-TITE FABRIC TRIMMINGS AND ACCESSORIES	2292000	22	CAR MATE TOOLS	3423000
6	ELEGANCE WINDOW SHADES	2391000	23	OXWALL HANDTOOLS	3423000
7	GRABER WINDOW SHADES	2391000	24	POWER MASTER TOOLS	3423000
8	PRIDE WINDOW SHADES	2391000	25	PRECISION CRAFT TOOLS	3423000
9	BRAWNY PLASTIC BAGS	2643295	26	ELECTROLUX VACUUM CLEANERS	3635000
10	WARREN PET SUPPLIES	2834900	27	DELUXE CLASSICS MODELS TOYS	3944200
11	VALMA AUTOMOBILE WAX	2842411	28	TYCO HO TRAINS KITS & ACCESSORIES	3944221
12	TANA SHOE CARE PRODUCTS	2842440	29	TYCO TRAIN & RACING SETS	3944221
13	PRODENT TOOTHPASTE AND TOOTHBRUSH	2844411	30	TYCOPRO TOYS	3944221
14	DEN COSMETICS	2844500	31	PRAGER BRUSHES	3991200
15	MISS DEN COSMETICS	2844500	32	FULLER BROOMS	3991335
16	FOGER PARA COSMETICS	2844500	33	WHITE BROOMS	3991335
17	ODOREX DEODORANTS	2844527	34	ARBEY-RENTS RENTALS	7394000
APPAREL		DIVISION SALES	6.3%, DIVISION PROFITS	3.0%, DIVISION AD/SALES	.6%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	ARNOLD PALMER MENS FASHIONS	2320000	11	PERTINI SPORTSWEAR	2330000
2	JIMMY CONNORS MENS FASHIONS	2320000	12	POINT SET SPORTSWEAR WOMEN	2330000
3	SHELBY MENS FASHIONS	2320000	13	RUGGER WOMEN SPORTSWEAR	2330000
4	POINT SET SPORTSWEAR MEN & WOMEN	2321000	14	SOLO WOMEN SPORTSWEAR	2330000
5	ROBERT BRUCE SPORTSWEAR MEN	2321000	15	SIRENA SWIMWEAR & ACCESSORIES WOMEN	2339310
6	GANT SPORT SHIRTS MEN	2321200	16	WONDER BRA UNDERGARMENTS WOMEN	2342110
7	COUNTRY SET SPORTSWEAR WOMEN	2330000	17	ARIS GLOVES	2381130
8	GAMUT WOMEN SPORTSWEAR	2330000	18	ISOTONER 500 MASSAGE GLOVES	2381130
9	KATES SPORTSWEAR WOMEN	2330000	19	RUSSEL TAYLOR LEATHER COATS	2386000
10	PERT SPORTSWEAR	2330000	20		2834400

COMMERCIAL PRODUCTS AND SERVICES		DIVISION SALES	5.0%, DIVISION PROFITS	7.0%, DIVISION AD/SALES	.0%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	CENTER SANITATION GOODS AND SERVICES	2842300	6	LAMY WRITING INSTRUMENTS	3952100
2	OXFORD SANITATION GOODS AND SERVICES	2842300	7	COSCO RUBBER STAMPS	3953000
3	SANFAX SANITATION GOODS AND SERVICES	2842300	8	GARVEY RUBBER STAMPS	3953000
4	SANDERS PAINTS	2851000	9	POLLUTION CONTROL PRODUCTS INC BUSINESS PROP	5999000
5	PCP WATER PURIFIER HOME	3589220			

CONTINENTAL GRAIN CO	* TOTAL SALES	5000.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	NA	*

	* TOTAL ASSETS	NA	FOOD/TOTAL SALES	12.9% PROFITS/ASSETS	NA *
OWNERSHIP: PRIVATE	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	12.9% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	3.4 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA	*

CONTINENTAL GRAIN CO		DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .1%	
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 WAYNE CANNED & DRY DOG FOOD	2047120	6 ARNOLD BAKERY GOODS	2051000
2 WAYNE CANNED DOG FOOD	2047121	7 ARNOLD BREAD	2051111
3 WAYNE SOLO DRY DOG FOOD	2047125	8 ARNOLD ROLLS	2051230
4 WAYNE GROUND BEEF DINNER & MIXER	2047131	9 ARNOLD CRACKERS	2052100
5 ALLIED MILLS FEEDS	2046000	10 CONTICOMMODITY SERVICES	6221000

COOK INDUSTRIES, INC	* TOTAL SALES	488.0 MIL\$ U.S./TOTAL SALES	85.5% PROFITS/EQUITY	16.4%	*

	* TOTAL ASSETS	642.0 MIL\$ FOOD/TOTAL SALES	36.7% PROFITS/ASSETS	8.4%	*
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	42.9% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	.6 MIL\$ U.S./TOTAL PROFITS	-118.5% R&D/SALES	NA	*

COMMODITY MERCHANDISING & PROCESSING	DIVISION SALES	52.0%, DIVISION PROFITS	87.5%, DIVISION AD/SALES	.0%
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DISTRIBUTION AGRICULTURAL INPUTS	DIVISION SALES	23.2%, DIVISION PROFITS	7.9%, DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RIVERSIDE FERTILIZERS	2870000		

MANUFACTURE OF BUILDING PRODUCTS	DIVISION SALES	14.0%, DIVISION PROFITS	-1.9%, DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BRUCE HARWOOD FLOORS HOME	2426100		

PEST CONTROL SERVICES	DIVISION SALES	7.0%, DIVISION PROFITS	6.9%, DIVISION AD/SALES	1.4%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TERMINIX PEST CONTROL SERVICE	7342000		

INSURANCE	DIVISION SALES	1.6%, DIVISION PROFITS	3.3%, DIVISION AD/SALES	.0%
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OTHER	DIVISION SALES	-.%, DIVISION PROFITS	-3.7%, DIVISION AD/SALES	.0%

CPC INTERNATIONAL INC	* TOTAL SALES	2742.0 MIL\$ U.S./TOTAL SALES	46.2% PROFITS/EQUITY	16.6% *
*****	* TOTAL ASSETS	1407.0 MIL\$ FOOD/TOTAL SALES	83.3% PROFITS/ASSETS	12.1% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	90.3 MIL\$ U.S. FOOD/U.S. SALES	83.3% ADVERTISING/SALES	3.3% *
	* MEDIA ADVERTISING	28.7 MIL\$ U.S./TOTAL PROFITS	53.2% R&D/SALES	.6% *

INDUSTRIAL FOOD	DIVISION SALES	26.1%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
INDUSTRIAL NON-FOOD	DIVISION SALES	12.9%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
CONSUMER FOOD	DIVISION SALES	45.3%, DIVISION PROFITS	NA , DIVISION AD/SALES	2.2%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 CATERPLAN PACKAGED MEALS	2000000	18 ARGO CORN STARCH	2046033	
2 ADLER PROCESSED CHEESE	2022211	19 MAIZENA CORN STARCH	2046033	
3 CHEESY PROCESSED CHEESE	2022211	20 THOMAS' ENGLISH MUFFINS	2051239	
4 FRISCHETTE LOW-CALORIES PROCESSED CHEESE	2022211	21 THOMAS' TOAST-R-CAKES	2051411	
5 QUELAC PROCESSED CHEESE	2022211	22 KELLING NUTS	2065811	
6 GERBER BABY FOODS	2032100	23 SKIPPY NUTS	2065811	
7 KNORR DEHYDRATED GRAVIES	2034139	24 BOSCO CHOCOLATE MILK AMPLIFIER	2066871	
8 KNORR DEHYDRATED SAUCES	2034139	25 MAZOLA NO-STICK DRY FRY	2079112	
9 KNORR DEHYDRATED SOUPS	2034211	26 MAZOLA CORN OIL	2079167	
10 BEST FOODS GENERAL PROMOTION	2035000	27 MAZOLA MARGARINES	2079201	
11 CHIRAT PICKLES	2035200	28 NUCOA MARGARINES	2079201	
12 BEST FOODS FANNING'S BREAD AND BUTTER PICKLE	2035218	29 ALSA DESSERTS	2099113	
13 KNORR LIQUID SAUCES	2035351	30 GOLDEN GRIDDLE PANCAKE SYRUP	2099310	
14 HELLMANN'S SPIN BLEND SALAD DRESSING	2035411	31 KAKO SYRUP	2099310	
15 BEST FOODS MAYONNAISE	2035423	32 CHIRAT SEASONINGS & RELISHES	2099930	
16 HELLMANN'S MAYONNAISE	2035423	33 KNORR DEHYDRATED SEASONINGS	2099930	
17 HELLMANN'S MAYONNAISE & DANNON YOGURT	2035423	34 SKIPPY PEANUT BUTTER	2099944	
CONSUMER NON-FOOD	DIVISION SALES	1.6%, DIVISION PROFITS	NA , DIVISION AD/SALES	1.3%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 NIAGARA LAUNDRY SPRAY PRE-CLEANER	2841261	3 RIT LIQUID & POWDER DYES	2899553	
2 NIAGARA SPRAY STARCH	2842395			
AGRIBUSINESS	DIVISION SALES	6.6%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
MISCELLANEOUS	DIVISION SALES	7.5%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 CATERPLAN FOOD MARKETING & SERVICE SYSTEM	5141000	3 MOFFETT TECHNICAL CENTER RECRUITMENT	8222000	
2 DUTCH PANTRY RESTAURANTS	5812000			

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*****
DAIRYLEA COOPERATIVE INC          * TOTAL SALES          364.0 MILS U.S./TOTAL SALES          100.0% PROFITS/EQUITY          -5.7% *
*****                          * TOTAL ASSETS          94.0 MILS FOOD/TOTAL SALES          56.0% PROFITS/ASSETS          1.3% *
OWNERSHIP: COOP                  * TOTAL ADVERTISING          NA          U.S. FOOD/U.S. SALES          56.0% ADVERTISING/SALES          NA *
*****                          * MEDIA ADVERTISING          .0 MILS U.S./TOTAL PROFITS          100.0% R&D/SALES          NA *
*****

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DAIRYLEA COOPERATIVE INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DAIRYLEA BUTTER	2021015	7 DAIRYLEA BULK FLUID MILK	2026100
2 DAIRYLEA CHEDDAR CHEESE	2022101	8 DAIRYLEA PACKAGED FLUID MILK	2026200
3 DAIRYLEA MOZZARELLA	2022101	9 DAIRYLEA SOUR CREAM	2026245
4 DAIRYLEA ICE CREAM	2024013	10 DAIRYLEA COTTAGE CHEESE	2026313
5 NATURAL-LEA ICE CREAM	2024013	11 DAIRYLEA YOGURT	2026433
6 SONO ITALIAN ICE FROZEN CONFECTION	2024051		

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*****
DEAN FOODS COMPANY          * TOTAL SALES          279.0 MILS U.S./TOTAL SALES          100.0% PROFITS/EQUITY          15.5% *
*****                          * TOTAL ASSETS          73.0 MILS FOOD/TOTAL SALES          95.5% PROFITS/ASSETS          7.9% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING          NA          U.S. FOOD/U.S. SALES          95.5% ADVERTISING/SALES          NA *
*****                          * MEDIA ADVERTISING          .5 MILS U.S./TOTAL PROFITS          100.0% R&D/SALES          NA *
*****

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DAIRY PRODUCTS DIVISION SALES 62.7%, DIVISION PROFITS NA , DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DEAN'S DAIRY PRODUCTS	2026200	8 DEAN'S BAKERS' CHEESE	2026313
2 DEAN'S HOMOGENIZED FLUID MILK	2026200	9 DEAN'S COTTAGE CHEESE	2026313
3 DEAN'S LOWFAT FLUID MILK	2026223	10 DEAN'S BUTTERMILK	2026433
4 DEAN'S SKIMMED MILK	2026225	11 DEAN'S YOGURT	2026433
5 DEAN'S WHIPPING CREAM	2026232	12 DEAN'S CHOCOLATE MILK	2026435
6 DEAN'S SOUR CREAM	2026245	13 DEAN'S EGG NOG	2026435
7 DEAN'S HALF AND HALF	2026252		

ICE CREAM DIVISION SALES 6.5%, DIVISION PROFITS NA , DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 COUNTRY CHARM ICE CREAM	2024013	3 SCOOP ICE MILK	2024097
2 TALLY HO ICE CREAM	2024013	4 BASKIN-ROBBINS' 31 FLAVORS' ICE CREAM STORES	5812000

CHEESE DIVISION SALES 6.0%, DIVISION PROFITS NA , DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MCCADAM CHEDDAR CHEESE	2022101		

SPECIALTY FOODS DIVISION SALES 12.9%, DIVISION PROFITS NA , DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MRS WEAVER CHEESE SPREAD	2022215	10 PETER PIPER HOT PEPPERS	2035233
2 DEAN'S DIPS	2026245	11 PETER PIPER PICKLED CAULIFLOWER	2035233
3 INDIAN TRAIL CRANBERRY SAUCE	2033128	12 PETER PIPER RELISHES	2035233
4 DEAN'S ORANGE JUICE	2033492	13 HOFFMAN HOUSE MUSTARD SAUCE	2035311
5 HOFFMAN HOUSE SHRIMP SAUCE	2033613	14 PETER PIPER MUSTARDS	2035311
6 HOFFMAN HOUSE BARBECUE SAUCE	2033631	15 HOFFMAN HOUSE HORSE RADISH SAUCE	2035351
7 HEIFITZ PICKLES	2035210	16 HOFFMAN HOUSE MEAT SAUCE	2035351
8 PESTA PICKLES	2035210	17 HOFFMAN HOUSE TARTAR SAUCE	2035351
9 PETER PIPER PICKLES	2035210	18 HOFFMAN HOUSE WORCESTERSHIRE SAUCE	2035351

DEAN FOODS COMPANY (CONTINUED)

19 HOFFMAN HOUSE SALAD DRESSINGS
20 MRS WEAVER CHICKEN SALAD
21 MRS WEAVER COLE SLAW

2035430
2099963
2099967

22 MRS WEAVER HAM SALAD
23 MRS WEAVER POTATO SALAD

2099963
2099963

FOOD SERVICE INDUSTRY

DIVISION SALES 11.1%, DIVISION PROFITS NA, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#
1 BAKERY BLEND MILK SUBSTITUTE FOR BAKING INDU	2000000
2 DEAN'S ASEPTIC CANNED PRODUCTS	2000000
3 DEAN'S NON-DAIRY COFFEE CREAMER	2026243
4 DEAN'S SUGAR	2062011

PRODUCT NAME	SIC#
5 DEAN'S CHOCOLATE VENDING POWDER	2066871
6 DEAN'S HOT CHOCOLATE DRINK MIX	2066871
7 DEAN'S PANCAKE AND WAFFLE SYRUP	2099310
8 DEAN'S WHIPPED TOPPING	2099966

DEL MONTE CORPORATION * TOTAL SALES 1430.0 MIL\$ U.S./TOTAL SALES 73.4% PROFITS/EQUITY 15.5% *
***** TOTAL ASSETS 778.0 MIL\$ FOOD/TOTAL SALES 76.6% PROFITS/ASSETS 11.1% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 16.5 MIL\$ U.S. FOOD/U.S. SALES 74.9% ADVERTISING/SALES 1.2% *
* MEDIA ADVERTISING 11.9 MIL\$ U.S./TOTAL PROFITS 60.7% R&D/SALES .7% *

CANNED FOODS AND DRIED FRUITS

DIVISION SALES 69.7%, DIVISION PROFITS 70.0%, DIVISION AD/SALES 1.1%

PRODUCT NAME	SIC#
1 AYLMEYER FOODS	2000000
2 LIN-CAN FOOD PRODUCTS	2000000
3 DEL MONTE LITTLE LUNCH	2026433
4 DEL MONTE FOOD PRODUCTS	2030000
5 DEL MONTE CANNED FRUITS	2033100
6 DEL MONTE CANNED VEGETABLES	2033200
7 DEL MONTE CANNED FRUIT JUICE DRINK	2033400

PRODUCT NAME	SIC#
8 DEL MONTE TOMATO PRODUCTS	2033600
9 DEL MONTE TOMATO SAUCE	2033613
10 DEL MONTE CATSUP	2033621
11 DEL MONTE TUNA	2091011
12 DEL MONTE FROZEN ALASKA SHRIMP	2092416
13 DEL MONTE PUDDING CUP DESSERTS	2099193
14 DEL MONTE PUDDING & FRUIT CUP	2099193

SNACK AND SPECIALTY FOODS

DIVISION SALES 6.9%, DIVISION PROFITS 1.0%, DIVISION AD/SALES .4%

PRODUCT NAME	SIC#
1 GRANNY GOOSE FOODS	2000000
2 AWARD FROZEN ENTREE	2038225
3 PEKPY FRUIT AND MEAT TURNOVER	2038231

PRODUCT NAME	SIC#
4 GRANNY GOOSE GOOSE BARS	2065100
5 GRANNY GOOSE SNACKS	2099200
6 GRANNY GOOSE POTATO CHIPS	2099212

FRESH FRUITS

DIVISION SALES 12.4%, DIVISION PROFITS 26.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#
1 DEL MONTE PINEAPPLE	0174300

PRODUCT NAME	SIC#
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INSTITUTIONAL SERVICES

DIVISION SALES 6.0%, DIVISION PROFITS 1.8%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#
1 DEL MONTE FOOD PRODUCTS	2030000

PRODUCT NAME	SIC#
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DISTRIBUTION SERVICES

DIVISION SALES 4.4%, DIVISION PROFITS 1.2%, DIVISION AD/SALES .0%

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*****
DIGNELL BROTHERS INCORPORATED      * TOTAL SALES      209.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      12.4% *
*****
* TOTAL ASSETS      70.0 MIL$ FOOD/TOTAL SALES      92.3% PROFITS/ASSETS      8.3% *
OWNERSHIP: U.S. PUBLIC CORP.      * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      92.3% ADVERTISING/SALES      NA *
* MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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TOBACCO REDRYING & PACKING DIVISION SALES 91.9%, DIVISION PROFITS 75.6%, DIVISION AD/SALES .0%

NON-TOBACCO DIVISION SALES 8.1%, DIVISION PROFITS 24.4%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RCW WOODENWARE	2499000	3 BRIARPATCH KENTUCKY RIB-EYE RESTAURANTS	5812000
2 RCW HOME ICE CREAM FREEZERS	3429865		

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*****
DINNER BELL FOODS INC      * TOTAL SALES      132.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      13.0% *
*****
* TOTAL ASSETS      16.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      8.8% *
OWNERSHIP: U.S. PUBLIC CORP.  * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
* MEDIA ADVERTISING      .2 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
*****

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DINNER BELL FOODS INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DINNER BELL VALU-TRIM FRESH PORK	2011417	3 DINNER BELL PROCESSED MEATS	2013000
2 COUNTRY STORE PROCESSED MEATS	2013000	4 ECK-O PROCESSED MEATS	2013000

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*****
DR PEPPER COMPANY      * TOTAL SALES      138.0 MIL$ U.S./TOTAL SALES      96.0% PROFITS/EQUITY      22.4% *
*****
* TOTAL ASSETS      58.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      18.6% *
OWNERSHIP: U.S. PUBLIC CORP.  * TOTAL ADVERTISING      12.5 MIL$ U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      9.1% *
* MEDIA ADVERTISING      7.8 MIL$ U.S./TOTAL PROFITS      NA      R&D/SALES      NA *
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DR PEPPER COMPANY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 5.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DR PEPPER SOFT DRINK	2086027	2 DR PEPPER SUGAR FREE	2086029

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*****
DUBUQUE PACKING CO      * TOTAL SALES      850.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
*****
* TOTAL ASSETS      NA      FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      NA *
OWNERSHIP: PRIVATE      * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
* MEDIA ADVERTISING      .1 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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DUBUQUE PACKING CO DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DUBUQUE MEATS	2013000		

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*****
E & J GALLO WINERY          * TOTAL SALES      400.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
***** TOTAL ASSETS      NA      FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      NA *
***** OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA      U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
***** * MEDIA ADVERTISING 12.6 MIL$ U.S./TOTAL PROFITS 100.0% R&D/SALES      NA *
*****

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E. J. GALLO WINERY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 3.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CARLO ROSSI WINE	2084000	5 ANDRE WINES	2084031
2 GALLO WINES	2084000	6 BOUNES FARM WINES	2084043
3 JOSEPH STEUPEN WINES	2084000	7 MAURIA-MADRIA SANGRIA	2084043
4 LEIBCHEN WINE	2084000	8 SPANADA WINE	2084043

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*****
E M G E PACKING CO          * TOTAL SALES      155.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
***** TOTAL ASSETS      NA      FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      NA *
***** OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA      U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
***** * MEDIA ADVERTISING 0.0 MIL$ U.S./TOTAL PROFITS 100.0% R&D/SALES      NA *
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E.M.G.E. PACKING DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

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*****
ESMARK INC                  * TOTAL SALES      5070.0 MIL$ U.S./TOTAL SALES      83.7% PROFITS/EQUITY      14.3% *
***** TOTAL ASSETS      1684.0 MIL$ FOOD/TOTAL SALES      77.1% PROFITS/ASSETS      8.2% *
***** OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA      U.S. FOOD/U.S. SALES 77.3% ADVERTISING/SALES NA *
***** * MEDIA ADVERTISING 30.0 MIL$ U.S./TOTAL PROFITS 89.1% R&D/SALES      NA *
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FOODS DIVISION SALES 76.4%, DIVISION PROFITS 33.8%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ST LOUIS INDEPENDENT PACKING CO	2010000	14 SCHICKHOUS FRANKS	2013721
2 SWIFTS PREMIUM MEATS	2010000	15 SWIFTS PREMIUM FRANKS	2013721
3 PROTEIN MEATS	2011000	16 SWIFTS PREMIUM BROWN N SERVE SAUSAGE	2013735
4 SWIFTS PREMIUM BEEF	2011100	17 SWIFTS HAM-IN-THE-ROUND CANNED PATTIES	2013819
5 TENDER LEAN PORK	2011417	18 SWIFTS PREMIUM BUTTERBALL TURKEY	2016300
6 MAYROSE MEAT PRODUCTS	2013000	19 TREASURE CAVE CHEESE	2022101
7 NEUHOFF MEAT PRODUCTS	2013000	20 SWIFT'S SWEET CREAM	2024013
8 SCHICKHOUS MEAT PRODUCTS	2013000	21 PETER PAN JELLIES	2033800
9 MAYROSE HAM	2013631	22 SWIFTS PREMIUM SIZZLIN LEAN STRIPS	2075298
10 MAYROSE BACON	2013641	23 ALLSWEET MARGARINE	2079201
11 SWIFTS PREMIUM BACON	2013641	24 PETER PAN PEANUT BUTTER	2099944
12 MAYROSE SAUSAGE	2013711	25 LECTROCLEAR	8999000
13 NEUHOFF SAUSAGE	2013711		

CHEMICALS AND INDUSTRIAL PRODUCTS DIVISION SALES 9.7%, DIVISION PROFITS 34.3%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 STRONGHEART DOG FOOD CANNED AND DRIED	2047100	5 VIGORO FERTILIZER	2870000
2 K&H DOG FOOD CANNED	2047121	6 METRO ADHESIVES	2891000
3 IBUJ CHEMICALS	2870000	7 MILLIGAN ADHESIVES	2891000
4 PAR EX CHEMICALS	2870000	8 CONTOUR PLASTICS	3079500

ENERGY	DIVISION SALES	7.1%, DIVISION PROFITS	9.1%, DIVISION AD/SALES	.1%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 VICKERS PETROLEUM CORP GENERAL PROMOTION	2911000	2 VICKERS GASOLINE	5541000	
INSURANCE AND BUSINESS SERVICES	DIVISION SALES	.2%, DIVISION PROFITS	1.3%, DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 SMITES PUBLISHING	2741000			
PLAYTEX	DIVISION SALES	6.5%, DIVISION PROFITS	21.8%, DIVISION AD/SALES	6.2%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 PLAYTEX HOSIERY FAMILY	2251000	18 SUPPORT CAN BE BEAUTIFUL BRA	2342110	
2 PLAYTEX MADE TO ORDER HOSIERY	2251000	19 CARESSE MAGIQUE GIRDLE	2342210	
3 PLAYTEX STOCKINGS AND PANTHOSE WOMEN	2251300	20 DOUBLE DIAMONDS LONG LEG GIRDLE	2342210	
4 BODY LANGUAGEBRA	2342110	21 I CAN'T BELIEVE IT'S A GIRDLE	2342210	
5 COMFORT BRA	2342110	22 LYCRA GIRDLE	2342210	
6 CROSS YOUR HEART BRA	2342110	23 PLAYTEX GIRDLES	2342210	
7 CRUZADO MALICO BRA	2342110	24 PLAYTEX PANTSLINER FOUNDATIONS	2342210	
8 FREE SPIRIT BRA	2342110	25 SWEET AND LOW GIRDLE	2342210	
9 INSTEAD BRA	2342110	26 ZAUBERKREUZ LONGLINE BRA	2342210	
10 LIVING BRA	2342110	27 18 HOUR GIRDLE	2342210	
11 NO VISIBLE MEANS OF SUPPORT BRA	2342110	28 18 TIMMARS GIRDLE	2342210	
12 PLAYTEX BRAS	2342110	29 PLAYTEX FEMININE TOWELETTES	2647111	
13 REGINA DI QUADRI BRA	2342110	30 PLAYTEX TAMPONS	2647151	
14 SCHON UND FEST BRA	2342110	31 HAND SAVER LOTION	2844518	
15 SIN PALABRAS	2342110	32 PLAYTEX LIVING GLOVES HOUSEHOLD USE	3069751	
16 SOUTIEN MAGIC BRA	2342110	33 PLAYTEX NURSER	3079700	
17 SUPER LOOK BRA	2342110	34 TEX TOOTHBRUSHES	3991321	

F & M SCHAEFER CORPORATION	* TOTAL SALES	234.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	-194.7% *
*****	TOTAL ASSETS	165.0 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	-.6% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	NA *
*****	* MEDIA ADVERTISING	4.7 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

THE F&M SCHAEFER CORPORATION	DIVISION SALES	100.0%, DIVISION PROFITS	100.0%, DIVISION AD/SALES	1.8%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 GUNTHER BEER	2082114	3 PILLS BEER	2082114	
2 MALTA SCHAEFER BEER	2082114	4 SCHAEFER BEER	2082114	

FAIRMONT FOODS COMPANY	* TOTAL SALES	515.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	10.4% *
*****	TOTAL ASSETS	155.0 MIL\$ FOOD/TOTAL SALES	62.5% PROFITS/ASSETS	6.8% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	3.1 MIL\$ U.S. FOOD/U.S. SALES	61.7% ADVERTISING/SALES	.8% *
*****	* MEDIA ADVERTISING	.7 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

DAIRY GROUP	DIVISION SALES	42.3%, DIVISION PROFITS	76.7%, DIVISION AD/SALES	.1%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 ABBOTTS ICE CREAM	2024013	3 FAIRMONT ICE CREAM	2024013	
2 DAIRY FAIR ICE CREAM	2024013	4 JANE LOGAN ICE CREAM	2024013	

2024017	18 NICE'N LITE COTTAGE CHEESE	2020313
2024013	19 ARBOTT'S YOGURT	2020433
2026200	20 DAIRY FAIR YOGURT	2020433
2026200	21 FAIRMONT YOGURT	2020433
2026210	22 JANE LOGAN YOGURT	2020433
2026200	23 MIGHTY ORANGE YOGURT	2020433
2026200	24 NICE'N LITE YOGURT	2020433
2026200	25 ARBOTT'S FRUIT DRINKS	2080090
2026313	26 DAIRY FAIR FRUIT DRINKS	2080090
2026313	27 FAIRMONT FRUIT DRINKS	2080090
2026313	28 JANE LOGAN FRUIT DRINKS	2080090
2026313	29 MIGHTY ORANGE FRUIT DRINKS	2080090
2026313	30 NICE'N LITE FRUIT DRINKS	2080090

	PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1	GIANT SAUSAGES	2013735	18	KEATHLEY PECAN PIES	2051511
2	GIANT SMOKED & DRIED BEEF	2013735	19	AUSTIN CRACKER SNACKS	2052100
3	GIANT WET-PACKED MEAT PRODUCTS	2013735	20	FAIRMONT PRETZELS	2052151
4	ROUGH'N READY SAUSAGES	2013735	21	AUSTIN COOKIES	2052210
5	ROUGH'N READY SMOKED & DRIED BEEF	2013735	22	DOUBLE COLA	2086021
6	ROUGH'N READY WET-PACKED MEAT PRODUCTS	2013735	23	FAIRMONT SNACKS	2099200
7	SMOKIES SAUSAGES	2013735	24	BLUE STAR POTATO CHIPS	2099210
8	SMOKIES SMOKED & DRIED BEEF	2013735	25	CHESTY POTATO CHIPS	2099210
9	SMOKIES WET-PACKED MEAT PRODUCTS	2013735	26	FAIRMONT POTATO CHIPS	2099210
10	TID BIT SAUSAGES	2013735	27	KAS POTATO CHIPS	2099210
11	TID BIT SMOKED & DRIED BEEF	2013735	28	KITTY CLOVER POTATO CHIPS	2099210
12	TID BIT WET-PACKED MEAT PRODUCTS	2013735	29	KITTY CLOVER SNACKS	2099210
13	ARRIVEDERCI FROZEN PIZZA	2036244	30	SNACK TIME POTATO CHIPS	2099210
14	COLOMPO FROZEN PIZZA	2036244	31	FAIRMONT CORN CHIPS	2099261
15	GINO FROZEN PIZZA	2036244	32	FAIRMONT TORTILLA CHIPS	2099261
16	CREATIVE CRUST PIZZA CRUST	2045579	33	FAIRMONT CHEESE CURLS	2099298
17	KEATHLEY BROWNIES	2051411	34	FAIRMONT POPCORN	2099985

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SPARKLE ICE	2097054	2 WOTEM CONVENIENCE STORES	5411000

FALSTAFF BREWING CORPORATION.	* TOTAL SALES	180. ^C MIL\$	U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	-13.1%	*
*****	TOTAL ASSETS	89. ^C MIL\$	FOOD/TOTAL SALES	100.0%	PROFITS/ASSETS	-.1%	*
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA	*
*****	* MEDIA ADVERTISING	1. ^P MIL\$	U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA	*

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BALLANTINE BEER	2082114	3 NARRAGANSETT BEER & ALE	2082114
2 FALSTAFF BEER	2082114	4 BALLANTINE ALE	2082114

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FARMERS UNION GRAIN TERMINAL ASSN      * TOTAL SALES      1162.7 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      11.5% *
*****                                * TOTAL ASSETS      350.7 MIL$ FOOD/TOTAL SALES      26.2% PROFITS/ASSETS      6.9% *
OWNERSHIP: COOP                        * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      26.2% ADVERTISING/SALES      NA *
*****                                * MEDIA ADVERTISING      .7 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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FARMERS UNION GRAIN TERMINAL ASSN DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

FROEDTERT MALT DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

HONEYMEAD PRODUCTS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

GTA FEEDS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

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*****
FARMLAND INDUSTRIES INC                * TOTAL SALES      1509.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      65.8% *
*****                                * TOTAL ASSETS      930.7 MIL$ FOOD/TOTAL SALES      28.7% PROFITS/ASSETS      22.0% *
OWNERSHIP: COOP                        * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      28.7% ADVERTISING/SALES      NA *
*****                                * MEDIA ADVERTISING      .7 MIL$ U.S./TOTAL PROFITS      NA R&D/SALES      NA *
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PETROLEUM DIVISION SALES 29.4%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 COOP PAINT	2851000	3 COOP STEEL FARM BUILDINGS	3440200
2 COOP GRAIN DRYERS	3448200	4 COOP BALER WIRE	3490900

FERTILIZER DIVISION SALES 34.8%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ULTRA-SOY TEXTURED VEGETABLE PROTEIN	2075298	2 COOP FERTILIZER	2870000

FEED DIVISION SALES 10.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 COOP FEEDS	2048000		

EQUIPMENT SUPPLY AND SERVICES DIVISION SALES 24.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BOYER RIVER MEATS	2013000	5 FLAVORLEAN MEATS	2013000
2 FARMKING MEATS	2013000	6 MAPLE RIVER MEATS	2013000
3 FARMLAND MEATS	2013000	7 COOP FEEDS	2048000
4 FAR-MAR-CO MEATS	2013000		

BAKED FOODS		DIVISION SALES 61.5%, DIVISION PROFITS 67.2%, DIVISION AD/SALES .3%	
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BETSY ROSS BAKERY PRODUCTS	2051000	6 BREADS INTERNATIONAL BREADS	2051111
2 FLOWERS BAKERY PRODUCTS	2051000	7 SPARTAN MULTI-GRAIN BREADS	2051111
3 HOLSUM BAKERY PRODUCTS	2051000	8 SUNBEAM VARIETY BREADS	2051111
4 MERITA BAKERY PRODUCTS	2051000	9 SUNBEAM WHITE BREAD	2051111
5 ROMAN MEAL BAKERY PRODUCTS	2051000	10 SUNBEAM ROLLS & BUNS	2051230

SNACK FOODS DIVISION SALES 14.0%, DIVISION PROFITS 22.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SUNBEAM FROZEN DOUGHNUTS	2038115	4 SUNBEAM DOUGHNUTS	2051313
2 SUNBEAM FROZEN PIE SHELLS	2038115	5 SUNBEAM SNACK CAKES	2051411
3 SUNBEAM SWEET GOODS	2051300	6 SUNPEAM PIES	2051511

CONVENIENCE FOODS DIVISION SALES 24.0%, DIVISION PROFITS 9.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DOUGLAS FOODS MEAT PRODUCTS	2013819	7 DOUGLAS FOODS FROZEN FRUITS	2037100
2 SPECIALTY FOODS MEAT PRODUCTS	2013819	8 SPECIALTY FOODS FROZEN FRUITS	2037100
3 DOUGLAS FOODS POULTRY PRODUCTS	2017110	9 DOUGLAS FOODS FROZEN VEGETABLES	2037200
4 SPECIALTY FOODS POULTRY PRODUCTS	2017110	10 SPECIALTY FOODS FROZEN VEGETABLES	2037200
5 DOUGLAS FOODS CANNED VEGETABLES	2033200	11 DOUGLAS FOODS FROZEN FRUIT COBBLERS	2038115
6 SPECIALTY FOODS CANNED VEGETABLES	2033200	12 SPECIALTY FOODS FROZEN FRUIT COBBLERS	2038115

 FOREMOST-MCKESSON INC * TOTAL SALES 2553.0 MIL\$ U.S./TOTAL SALES 96.3% PROFITS/EQUITY 12.2% *
 ***** * TOTAL ASSETS 858.0 MIL\$ FOOD/TOTAL SALES 21.6% PROFITS/ASSETS 5.6% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 18.6% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 3.0 MIL\$ U.S./TOTAL PROFITS 96.2% R&D/SALES .1% *

FOODS DIVISION SALES 21.0%, DIVISION PROFITS 26.0%, DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MILKMAN INSTANT DRY MILK	2023128	6 FOREMOST COTTAGE CHEESE	2026313
2 FOREMOST ICE CREAM	2024013	7 SIMPLE 'N DELICIOUS BREAD MIX	2045566
3 FOREMOST DAIRY PRODUCTS	2026200	8 ALHAMBRA BOTTLED WATER	2097000
4 FOREMOST MILK	2026200	9 SPARKLETT'S BOTTLED DRINKING WATER	2097000
5 SOLO DAIRY PRODUCTS	2026200		

WINE AND SPIRITS DIVISION SALES 25.5%, DIVISION PROFITS 23.6%, DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ST PAULI GIRL GERMAN BEER	2082114	8 CHAPIN & GORE BOURBON WHISKEY	2085310
2 FOLONAKI ITALIAN WINES	2084000	9 DAVID NICHOLSON BOURBON WHISKEY	2085310
3 ROSEGARDEN WINE	2084010	10 JAMIE 08 SCOTCH WHISKY	2085310
4 TORRES SPANISH WINES	2084010	11 MARTIN'S VVO SCOTCH WHISKY	2085310
5 MOHAWK LIQUORS	2085300	12 GALLIANO LIQUEUR	2085325
6 BALLANTINES SCOTCH WHISKY	2085310	13 MOUNT GAY RUM	2085337
7 CANADIAN RICH 'N RARE CANADIAN WHISKEY	2085310		

DRUGS AND HEALTH CARE DIVISION SALES 39.0%, DIVISION PROFITS 25.8%, DIVISION AD/SALES .0%

CHEMICAL DISTRIBUTION DIVISION SALES 10.5%, DIVISION PROFITS 19.1%, DIVISION AD/SALES .0%

LAND DEVELOPMENT DIVISION SALES 2.7%, DIVISION PROFITS 3.5%, DIVISION AD/SALES .0%

FREDERICK & HERFUD INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

G HEILEMAN BREWING COMPANY, INC									

* TOTAL SALES 189.7 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 14.7% *									
* TOTAL ASSETS 87.7 MIL\$ FOOD/TOTAL SALES 94.2% PROFITS/ASSETS 7.6% *									
OWNERSHIP: U.S. PUBLIC CORP.									
* TOTAL ADVERTISING 5.7 MIL\$ U.S. FOOD/U.S. SALES 94.2% ADVERTISING/SALES 2.8% *									
* MEDIA ADVERTISING 3.6 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *									

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BLATZ LIGHT BEER	2082114	6 PFEIFFER BEER	2082114
2 BREWERY'S BEER	2082114	7 SCHMIDT BEER	2082114
3 GRAIN BELT BEER	2082114	8 STERLING BEER	2082114
4 HEILEMAN'S SPECIAL EXPORT BEER	2082114	9 WIEDEMANN BEER	2082114
5 OLD STYLE BEER	2082114		

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GARDNER BAKERY PRODUCTS	2051000	2 HOLSUM BREAD	2051111

GENERAL CIGAR COMPANY	* TOTAL SALES	340.0 MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY 7.5% *
*****	* TOTAL ASSETS	219.0 MIL\$ FOOD/TOTAL SALES	37.9%	PROFITS/ASSETS 6.2% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	9.9 MIL\$ U.S. FOOD/U.S. SALES	37.9%	ADVERTISING/SALES 2.9% *
*****	* MEDIA ADVERTISING	6.0 MIL\$ U.S./TOTAL PROFITS	100.0%	P&D/SALES .2% *

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BACKMAN PRETZELS	2052151	5 TREAT POTATO CHIPS	2099210
2 BACKMAN SNACKS	2099210	6 VALLEY MAID POTATO CHIPS	2099210
3 KING COLE POTATO CHIPS	2099210	7 JAX CHEESE TWISTS	2099298
4 SCHULER POTATO CHIPS	2099210		

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 EX-LAX FLAVORED AND UNFLAVORED LAXATIVE	2834500	4 EX-LAX MULTIPRODUCT ADVERTISING	2834500
2 EX-LAX FLAVORED LAXATIVE BAR	2834500	5 EX-LAX UNFLAVORED PILLS	2834500
3 EX-LAX LAXATIVE BAR & INSTANT MIX	2834500	6 BICOZONE ANTI-ITCH CREME	2834600

GENERAL CIGAR COMPANY (CONTINUED)

7 DERMA SOFT CREME

2834600

PLASTICS	DIVISION SALES	2.4%,	DIVISION PROFITS	2.1%,	DIVISION AD/SALES	.0%
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TOBACCO AND OTHERS	DIVISION SALES	84.4%,	DIVISION PROFITS	46.6%,	DIVISION AD/SALES	.7%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ROBT BURNS TIPARILLOS	2121013	14 ROYALE CIGARS	2121031
2 TIJUANA LITTLE CIGARS	2121013	15 KENTUCKY CLUB TOBACCO	2131007
3 TIPARILLO PREMIUM OFFER	2121013	16 LONDON DUCK TOBACCO	2131007
4 COLT CIGARS	2121031	17 NAVY TOBACCO	2131007
5 CORINA CIGARS	2121031	18 RUMBARREL TOBACCO	2131007
6 CORONA CIGARS	2121031	19 SKANDINAVIK SMOKING TOBACCO	2131007
7 GOLD LABEL CIGARS	2121031	20 SQUARE TOBACCO	2131007
8 MACANUDO CIGARS	2121031	21 TOPS TOBACCO	2131007
9 MARQUIS CIGARS	2121031	22 WHITE OWL TOBACCO	2131007
10 NIGHT OWL CIGARS	2121031	23 WORK MATE TOBACCO	2131007
11 PANATELA CIGARS	2121031	24 MAIL POUCH CHEWING TOBACCO	2131010
12 PARTAGAS CIGARS	2121031	25 CULBRO REALTY AND DEVELOPMENT	6552000
13 ROBT BURNS CIGARS	2121031		

GENERAL CINEMA CORPORATION	* TOTAL SALES	358.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	17.3% *
*****	* TOTAL ASSETS	203.0 MIL\$ FOOD/TOTAL SALES	49.7% PROFITS/ASSETS	11.0% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	9.9 MIL\$ U.S. FOOD/U.S. SALES	49.7% ADVERTISING/SALES	2.7% *
	* MEDIA ADVERTISING	.4 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	.0% *

THEATRE OPERATIONS	DIVISION SALES	50.3%,	DIVISION PROFITS	51.5%,	DIVISION AD/SALES	.2%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MANN THEATRE MOTION PICTURES	7832000		

BEVERAGE OPERATIONS	DIVISION SALES	49.7%,	DIVISION PROFITS	48.5%,	DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DR. PEPPER BEVERAGES	2086000	3 7UP BEVERAGE	2086000
2 PEPSI-COLA BEVERAGES	2086000		

GENERAL FOODS CORPORATION	* TOTAL SALES	3978.0 MIL\$ U.S./TOTAL SALES	75.1% PROFITS/EQUITY	15.3% *
*****	* TOTAL ASSETS	1897.0 MIL\$ FOOD/TOTAL SALES	91.3% PROFITS/ASSETS	9.2% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	212.9 MIL\$ U.S. FOOD/U.S. SALES	88.4% ADVERTISING/SALES	5.5% *
	* MEDIA ADVERTISING	157.4 MIL\$ U.S./TOTAL PROFITS	84.7% R&D/SALES	1.0% *

GROCERY COFFEE (DOMESTIC)	DIVISION SALES	25.0%,	DIVISION PROFITS	NA ,	DIVISION AD/SALES	4.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BRIM REGULAR COFFEE	2095115	8 MAXIM COFFEE	2095215
2 HORIZON REGULAR COFFEE	2095115	9 MAXWELL HOUSE INSTANT COFFEE	2095215
3 MAXWELL HOUSE ELECTRA PERK COFFEE	2095115	10 SANKA INSTANT & FREEZE DRIED	2095215
4 MAXWELL HOUSE REGULAR COFFEE	2095115	11 SANKA READY PAKS INSTANT OR FREEZE DRIED	2095215
5 MAX-PAX GROUND COFFEE & ELECTRA PERK FILTER	2095115	12 YUBAN INSTANT COFFEE	2095215
6 SANKA COFFEE	2095115	13 BRIM FREEZE-DRIED COFFEE	2095219
7 YUBAN REGULAR COFFEE	2095115	14 MAXIM FREEZE-DRIED INSTANT COFFEE	2095219

15 SANKA FREEZE DRIED COFFEE

2095219

OTHER GROCERY (DOMESTIC)

DIVISION SALES 39.0%, DIVISION PROFITS

NA , DIVISION AD/SALES

7.2%

PRODUCT NAME	SIC#
1 KOOL-POPS POP CARS	2024051
2 DREAM WHIP DESSERT TOPPING	2026263
3 OPLN PIT BARBECUE SAUCES	2033681
4 CERTO & SURE JELL PECTINS	2033800
5 GOOD SEASONS SALAD DRESSING MIXES	2034139
6 AWAKE FROZEN BREAKFAST DRINK	2037175
7 BIRDS EYE FROZEN ORANGE JUICE	2037175
8 BIRDS EYE FROZEN ORANGE PLUS JUICE DRINK	2037175
9 BIRDS EYE AMERICANA RECIPE FROZEN VEGETABLES	2037200
10 BIRDS EYE FROZEN STIR-FRY VEGETABLES	2037200
11 BIRDS EYE FROZEN VEGETABLES	2037200
12 BIRDS EYE FROZEN VEGETABLES WITH SAUCE	2037200
13 BIRDS EYE FROZEN INTERNATIONAL VEGETABLES	2037246
14 SWANS DOWN CAKE FLOUR AND MIXES	2041121
15 C W POST FAMILY STYLE CEREAL	2043010
16 POST ALPHA BITS	2043010
17 POST CEREALS	2043010
18 POST GRAPE NUTS	2043010
19 POST HONEYCOMBS	2043010
20 POST PEBBLES CEREALS	2043010
21 POST SUPER ORANGE CRISP	2043010
22 POST SUPER SUGAR CRISP	2043010
23 POST TENS CEREALS	2043010
24 POST TOASTIES	2043010
25 TREAT-PAK	2043010
26 POST RAISIN BRAN	2043012
27 POST 4% BRAN FLAKES	2043012
28 POST FORTIFIED OAT FLAKES	2043015
29 POST SUGAR FROSTED RICE KRINKLES	2043017
30 MINUTE RICE	2044015
31 MINUTE RICE & CAMPBELLS CHUNKY CANNED SOUP	2044015
32 BATTER'N BAKE BATTER MIX	2045568
33 SHAKE'N BAKE MIXES	2045568
34 CYCLE DOG FOOD MULTIPRODUCT ADVERTISING	2047120
35 CYCLE PUPPY & DOG FOOD	2047120
36 GAINES DOG FOOD	2047120

PRODUCT NAME	SIC#
37 GAINES HALE & HEARTY DOG FOOD	2047120
38 GRAVY TRAIN DOG FOOD	2047120
39 PRIME DOG FOODS	2047120
40 TOP CHOICE DOG FOOD	2047120
41 CYCLE CANNED DOG FOOD	2047121
42 CYCLE CANNED PUPPY DINNER	2047121
43 GAINES SUPREME CANNED DOG FOOD	2047121
44 CYCLE DRY PUPPY DINNER	2047125
45 GAINES BISCUITS & BITS DOG SNACKS	2047125
46 GAINES DOG MEAL	2047125
47 GAINES BURGERS DOG FOOD	2047131
48 STOVE TOP STUFFING MIX	2051241
49 POP ROCKS CANDIES	2065300
50 LEAN STRIPS PROTEIN PRODUCT	2075298
51 COUNTRY TIME LEMONADE MIX	2087435
52 KOOL-AID	2087435
53 POSTUM INSTANT BEVERAGE	2087435
54 STAPT INSTANT BREAKFAST DRINKS	2087435
55 TANG INSTANT BREAKFAST DRINK	2087435
56 GENERAL FOODS DESSERTS PRODUCTS	2099100
57 BAKERS PASTRY FILLING	2099153
58 D-ZERTA DIETARY GELATIN DESSERT	2099153
59 JELL-O CANNED PUDDING TREATS	2099153
60 JELL-O GELATIN DESSERT	2099153
61 JELL-O INSTANT GELATIN DESSERT	2099153
62 JELL-O INSTANT PUDDING	2099153
63 JELL-O INSTANT PUDDING & SUN MAID RAISINS	2099153
64 JELL-O PUDDING & PIE FILLING	2099153
65 JELL-O PUDDING & PIE FILLING & BLUE DIAMOND	2099153
66 JELL-O PUDDING & PIE FILLING & MRS SMITHS PI	2099153
67 COUNTRY KITCHEN SYRUP	2099310
68 LOG CABIN SYRUPS	2099310
69 CALUMET BAKING POWDER	2099411
70 SURE-JELL FRUIT PECTINS	2099951
71 BIRDS EYE COOL WHIP FROZEN WHIPPED TOPPING	2099966
72 ICE FLOW ICE CONFECTION	2099993

OTHER BUSINESS (DOMESTIC)

DIVISION SALES 11.0%, DIVISION PROFITS

NA , DIVISION AD/SALES

1.3%

PRODUCT NAME	SIC#
1 BURPEE SEEDS & BULBS	0181000
2 BAKERS GERMANS SWEET CHOCOLATE	2066821
3 BAKERS COCONUT	2099911
4 VIVIANE WOODARD COSMETICS	2844500
5 BURGER CHEF RESTAURANTS	5812000

PRODUCT NAME	SIC#
6 CREATIVE VILLAGE FABRIZAR FABRIC & FASHION	5961000
7 CREATIVE VILLAGE STITCHERY KITS	5961000
8 W-ATLEE BURPEE CO MAIL ORDER PROMOTION	5961000
9 BURPEE GREENHOUSES	5992000

CANADA

DIVISION SALES 9.0%, DIVISION PROFITS

4.8%, DIVISION AD/SALES

.2%

PRODUCT NAME	SIC#
1 DREAM WHIP DESSERT TOPPING	2026263
2 AWAKE FROZEN BREAKFAST DRINK	2037175
3 SWANS DOWN FLOUR	2041121

PRODUCT NAME	SIC#
4 MINIT RICE INSTANT RICE	2044C98
5 MINUTE RICE INSTANT RICE	2044C98
6 GAINES DOG FOOD	2047100

GENERAL FOODS CORPORATION (CONTINUED)

7 SHAKE 'N BAKE SEASONED COATING MIXES	2051241	17 JELL-O GELATIN	2099153
8 KOOL-AID INSTANT SOFT DRINK MIX	2097435	18 HOSTESS SNACKS	2099200
9 QUENCH REFRESHMENT FLAVOUR CRYSTALS	2097435	19 BAKER'S CHOCOLATE	2099811
10 START INSTANT BREAKFAST DRINK	2097435	20 CERTO FRUIT PECTIN	2099951
11 TANG INSTANT BREAKFAST DRINK	2097435	21 COOL WHIP DESSERT TOPPING	2099966
12 BRIE DECAFFEINATED COFFEE	2095000	22 CROCK & BLOCK RESTAURANT	5812000
13 MAXIM FREEZE-DRIED COFFEE	2095000	23 ERNIE'S FINE FOODS RESTAURANT	5812000
14 MAXWELL HOUSE COFFEE	2095000	24 WHITE SPOT RESTAURANT	5812000
15 SANKA DECAFFEINATED COFFEE	2095000	25 1867 RESTAURANT	5812000
16 YUBAN COFFEE	2095000		

OTHER INTERNATIONAL DIVISION SALES 16.0%, DIVISION PROFITS 5.3%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 KIBON FOOD PRODUCTS	2000000	22 CEFRISCH BEVERAGE MIX	2087435
2 MAXIM NON DAIRY CREAMER	2026243	23 KOOL-AID INSTANT SOFT DRINK MIX	2087435
3 DREAM WHIP DESSERT TOPPING	2026263	24 MANANITA BEVERAGE MIX	2087435
4 SCHLAG-FIT TOPPING MIX	2026263	25 TANG BEVERAGE MIX	2087436
5 RUMIC SAUCE MIXES	2033600	26 BIRDS COFFEE	2095000
6 ROSA BLANCA SOUP CUBES	2034211	27 DESCA COFFEE	2095000
7 COPPER KETTLE FROZEN VEGETABLES	2037200	28 GEVALIA COFFEE	2095000
8 COTTEE'S FROZEN VEGETABLES	2037200	29 LEGAL COFFEE	2095000
9 HONEYCOMBS CEREALS	2043010	30 MAXIM FREEZE-DRIED COFFEE	2095000
10 REIS-FIT RICE	2044015	31 MAXWELL HOUSE COFFEE	2095000
11 GAINES DOG FOOD	2047100	32 MONKE COFFEE	2095000
12 MASTER MCGRATH DUG FOOD	2047120	33 ORO COFFEE	2095000
13 CHARMS CANDIES	2065200	34 PREMIAR COFFEE	2095000
14 KREMA HARD AND SOFT CANDIES	2065300	35 PRONTO COFFEE	2095000
15 SULKY NUTS	2065811	36 SANKA DECAFFEINATED COFFEE	2095000
16 ESPECIAL CANDIES	2066200	37 SIESTA COFFEE	2095000
17 LA INDIA CHOCOLATE CANDIES	2066800	38 YUBAN COFFEE	2095000
18 HOLLYWOOD CHEWING GUM	2067012	39 JELL-O GELATIN	2099153
19 MALABAR CHEWING GUM	2067012	40 HOSTESS SNACKS	2099200
20 MAPLE LEAF CHEWING GUM	2067012	41 CALUMET BAKING POWDER	2099411
21 BIRKLEY'S BEVERAGE BASE	2087200	42 KOCKENS SPICES	2099930

 GENERAL HOST CORPORATION * TOTAL SALES 669.7 MILS U.S./TOTAL SALES 99.7% PROFITS/EQUITY 15.2% *

 * TOTAL ASSETS 206.7 MILS FOOD/TOTAL SALES 77.6% PROFITS/ASSETS 6.7% *
 * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 77.4% ADVERTISING/SALES NA *
 OWNERSHIP: U.S. PUBLIC CORP. * MEDIA ADVERTISING .6 MILS U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

CONVENIENCE STORES DIVISION SALES 15.4%, DIVISION PROFITS 28.8%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LI'L GENERAL STORES	5411000	2 HOT SAM COMPANIES	5812000

FOOD PRODUCTS DIVISION SALES 73.5%, DIVISION PROFITS 28.2%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CUDAHY BAR-S HAM	2013631	5 CUDAHY BAR-S WEINERS	2013721
2 CUDAHY BAR-S LACON	2013641	6 VAN DE KAMP'S FROZEN FOOD DINNERS	2036225
3 CUDAHY BAR-S MEAT PRODUCTS	2013700	7 EDDY'S BAKED GOODS	2051000
4 CUDAHY MEATS	2013700	8 VAN DE KAMP'S BAKERY PRODUCTS	2051000

DIVISION SALES 4.9%, DIVISION PROFITS 28.2%, DIVISION AD/SALES .0%

SICA
2-48421

PRODUCT NAME	SIC#
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DIVISION SALES 4.3%, DIVISION PROFITS 9.2%, DIVISION AD/SALES .0%

DIVISION SALES 1.6%, DIVISION PROFITS 6.1%, DIVISION AD/SALES .2%

SIC#
7011000

PRODUCT NAME	SIC#
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GENERAL MILLS INC	*	TOTAL SALES	2645.0	MIL\$ U.S./TOTAL SALES	83.0%	PROFITS/EQUITY 15.7% *
*****	*	TOTAL ASSETS	1206.0	MIL\$ FOOD/TOTAL SALES	61.7%	PROFITS/ASSETS 10.8% *
OWNERSHIP: U.S. PUBLIC CORP.	*	TOTAL ADVERTISING	111.4	MIL\$ U.S. FOOD/U.S. SALES	62.0%	ADVERTISING/SALES 4.2% *
*****	*	MEDIA ADVERTISING	68.7	MIL\$ U.S./TOTAL PROFITS	85.1%	P&D/SALES 1.0% *

BREAKFAST AND SNACK ITEMS DIVISION SALES 26.2%, DIVISION PROFITS 76.3%, DIVISION AD/SALES 4.6%

[illegible]

PRODUCT NAME	SIC#
24 GOLDEN GRAHAMS CEREAL	2043012
25 WHEAT HEARTS CEREAL	2043012
26 WHEATIES CEREAL	2043012
27 NATURE VALLEY GRANOLA	2043015
28 BREAKFAST SQUARES COMPLETE MEALS	2043019
29 QUIET WATER WILD RICE	2044015
30 DOGGIE BAG MEAT SNACKS FOR PETS	2047100
31 CRACKITOS COOKIES	2052200
32 DIEGO COOKIES	2052200
33 TOSCANAS COOKIES	2052210
34 TOMS TOASTED PEANUTS	2065811
35 BETCHA MEAT EXTENDER	2075298
36 RED HOTS MEAT EXTENDER	2075298
37 CRISP-I-TATERS	2099200
38 NACHO SNACKS	2099200
39 TOMS FOOD SNACKS	2099200
40 ANDY CAPP'S POTATO SNACKS	2099212
41 CHIPOS POTATO CHIPS	2099212
42 MORTONS POTATO CHIPS	2099212
43 MRS BUMBYS POTATOE CHIPS	2099212
44 MORTONS CORN CHIPS	2099261
45 MORTONS TORTILLA CHIPS	2099261

MIXES, FAMILY FLOUR, SEAFOODS AND OTHERS	DIVISION SALES	25.6%	DIVISION PROFITS	18.4%	DIVISION AD/SALES	2.2%
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SIC#
2013700
2026245
2034131
2034131
2038200
2038244

	PRODUCT NAME	SIC#
7	BETTY CRACKER FROZEN CROQUETTES	2038311
8	BETTY CRACKER FROZEN STICKS & CROQUETTES	2038311
9	GOLD MEDAL FLOUR	2041121
10	LA PINA FLOUR	2041121
11	RED BAND FLOUR	2041121
12	SPERRY DRIFTED SNO# FLOUR	2041121

13 BETTY CROCKER BUTTERMILK PANCAKE MIX	2045551
14 BETTY CROCKER BROWNIE MIXES	2045553
15 BETTY CROCKER CAKE MIXES	2045553
16 BETTY CROCKER RING CAKE SUPREME MIXES	2045553
17 BETTY CROCKER SNACKIN CAKE MIXES	2045553
18 BETTY CROCKER STAR N FROST CAKE MIXES	2045553
19 SNACKIN CAKE CAKE MIXES	2045553
20 BISQUICK BAKING MIX	2045556
21 BISQUICK BUTTERMILK BAKING MIX	2045556
22 BETTY CROCKER PIE CRUST MIX	2045559
23 BETTY CROCKER BAK COOKIE MIXES	2045564
24 BETTY CROCKER CRISP N TENDER BATTER MIX	2045568
25 BETTY CROCKER MUFFIN MIX	2045568
26 BETTY CROCKER SPOON & BAKE COOKIE DOUGH	2045573
27 CREST CANDLES	2066251
28 BETTY CROCKER BAC*US	2075298

29 BETTY CROCKER FROZEN COUNTRY CUTS PROTEIN PR	2075298
30 BETTY CROCKER MEAT FLAVORED STICKS	2075298
31 COUNTRY BREAKFAST NO CHOLESTEROL BREAKFAST F	2075298
32 MEAT & MORE MEAT EXTENDER	2075298
33 GORTONS CANNED CHUNKY CLAM CHOWDER	2091031
34 GORTONS FROZEN FISH FILLETS	2092311
35 GORTONS FROZEN FISH STICKS	2092312
36 NOODLES ROMANOFF CASSEROLE	2098051
37 BETTY CROCKER COOKING FOR TWO DINNERS	2098099
38 BETTY CROCKER HAMBURGER HELPER DINNERS	2098099
39 BETTY CROCKER TUNA HELPER DINNERS	2098099
40 BETTY CROCKER SUDDENLY SALAD SEASONING	2099938
41 BETTY CROCKER CREAMY N DREAMY FROSTING/TOPPI	2099993
42 BETTY CROCKER FROSTING MIXES	2099993
43 BETTY CROCKER READY-TO-SPREAD FROSTINGS	2099993
44 GAY GEM PARTY FAVORS	2649200

COMMERCIAL FOODS AND INGREDIENTS	DIVISION SALES	10.3%,	DIVISION PROFITS	3.1%,	DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#
1 BLUE WATER FROZEN SEAFOOD	2092314

PRODUCT NAME	SIC#
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RESTAURANT ACTIVITIES	DIVISION SALES	6.6%,	DIVISION PROFITS	9.3%,	DIVISION AD/SALES	1.7%
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PRODUCT NAME	SIC#
1 BETTY CROCKER RESTAURANTS	5812000
2 HANNAHAN'S RESTAURANTS	5812000

PRODUCT NAME	SIC#
3 RED LOBSTER INNS	5812000

CRAFTS, GAMES AND TOYS	DIVISION SALES	13.2%,	DIVISION PROFITS	16.3%,	DIVISION AD/SALES	4.9%
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PRODUCT NAME	SIC#
1 SNOOPY CLEAN UP TEAM	2841311
2 SNOOPY SOAPERS	2841311
3 KENNER DOLLS & ACCESORIES	3942000
4 BABY-ALIVE DOLL	3942006
5 BIONIC WOMAN DOLL	3942006
6 THE SIX MILLION DOLLAR MAN DOLL	3942006
7 KENNER GAMES	3944100
8 PARKER GAMES	3944100
9 CLUE GAME	3944191
10 MASTERPIECE GAME	3944191
11 MONOPOLY GAME	3944191
12 OUIJA GAME	3944191
13 PAY DAY GAME	3944191
14 SOKRY GAME	3944191
15 KENNER TOYS	3944200
16 NERF BALLS	3944200
17 LIONEL TRAINS	3944221
18 SSP RACERS	3944230

PRODUCT NAME	SIC#
19 TTP RACERS	3944230
20 EASY BAKE OVENS	3944238
21 CRAFT MASTER PAINT-BY-NUMBER OIL PAINTING SE	3944241
22 GIVE-A-SHOW PROJECTORS	3944241
23 MECCANO GAMES	3944241
24 TREE HOUSE PLAY SETS	3944241
25 TREE TOTS AMUSEMENT PARK	3944241
26 MPC PLASTIC MODEL KITS	3944251
27 SNO FLOK DECORATING KIT	3944255
28 SPIROGRAPH DESIGN TOYS	3944255
29 RAINBOW CRAFTS PLAY DOH	3944287
30 CAPIEPA GAMES	3944291
31 MASTERMIND GAME	3944291
32 MIRO GAMES	3944291
33 PARKER SPORTS EQUIPMENT	3949000
34 SNOOPY PENCIL SHARPENERS	3951063
35 KENNER BATTERY POWERED TOOTHBRUSHES	3991321

FASHIONS, FURNITURE AND SPECIALTY RETAILING	DIVISION SALES	14.4%,	DIVISION PROFITS	11.7%,	DIVISION AD/SALES	.6%
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PRODUCT NAME	SIC#
1 LORD JEFF CLOTHES FOR MEN	2321200
2 VARSITY SLEEPWEAR MEN	2321500
3 EQUATION'S BLOUSES	2330000
4 IZOD SHIRTS	2330000

PRODUCT NAME	SIC#
5 CRYSTAL PLUS SPORTSWEAR WOMEN	2331000
6 DAVID CRYSTAL SPORTSWEAR WOMEN	2331000
7 HAYMAKER SPORTSWEAR WOMEN	2331000
8 KIMBERLY KNIT COSTUMES WOMEN	2331000

2331000
2331000
2335000
2335000
2335000
2337200
2337200
2337200
2337200
2511000
2511000
2511000
2511000
2511000
2511000
2511000
2517013
2520000

27	SPHERE MAGAZINE	2721000
28	BETTY CROCKER BOOKS	2731749
29	SWITCHARD LIGHT SWITCH PLATE	3079600
30	ELEVATOR SHOES MEN	3143000
31	FOOT-JOY SHOES MEN	3143000
32	FOOT-JOY CASUAL SHOES MEN	3143200
33	FOOT-JOY GOLF SHOES MEN	3147400
34	GREEN-JOYS GOLF SHOES MEN & WOMEN	3147400
35	CIANI JEWELRY	3961000
36	MONET COSTUME JEWELRY	3961000
37	TALROTS (APPAREL-WOMEN)	5631000
38	RICHLEE SHOE CO (APPAREL MEN)	5661000
39	LEWARDS (MISCELLANEOUS)	5949000
40	BEAUTY GROUP BEAUTY CLUB	5961000
41	EDDIE BAUER INC (MISCELLANEOUS)	5961000
42	YOUNG COLLECTORS STAMP CLUB	5961000
43	COUNTERWEIGHT WEIGHT CONTROL PROGRAM	7299000

SIC#
2819000
2821300
2834700
2834700

PRODUCT NAME	SIC#
5 MILVEX VITAMINS	2834700
6 VERSALON VITAMINS	2834700
7 VERSAMID VITAMINS	2834700
8 O-CEL-O SPONGES	3069370

GEO A HORMEL & COMPANY	* TOTAL SALES	996.7 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	10.6%
	* TOTAL ASSETS	224.7 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	7.1%
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	9.7 MIL\$ U.S. FOOD/U.S. SALES	99.1% ADVERTISING/SALES	.9%
	* MEDIA ADVERTISING	4.2 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	.1%

SIC#
2013000
2013631
2013631
2013631
2013641
2013711
2013717
2013721
2013721
2013735
2013735
2013819

PRODUCT NAME	SIC#
13 HORMEL CANNED HAM	2013819
14 HORMEL CANNED MEALS	2013819
15 HORMEL CANNED MEAT PRODUCTS	2013819
16 HORMEL CANNED VIENNA SAUSAGE & SPAM SPREAD	2013819
17 MARY KITCHEN CANNED HASH	2013819
18 SPAM CANNED LUNCHEON MEAT	2013819
19 SPAM DEVILED SPREAD	2013819
20 HORMEL CANNED CHILI	2038386
21 CHAR BEEF STEAKS AND PATTIES	2038225
22 CORNED BEEF 'N CABBAGE	2038225
23 DINTY MOORE FROZEN BEEF STEW	2038225

FOOD PROCESSING	DIVISION SALES	10.3%	DIVISION PROFITS	NA	DIVISION AD/SALES	.0%
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FISHERIES	DIVISION SALES	3.3%	DIVISION PROFITS	NA	DIVISION AD/SALES	.0%
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FOREST PRODUCTS	DIVISION SALES	4.2%	DIVISION PROFITS	NA	DIVISION AD/SALES	.0%
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W	HOLESALE AND RETAIL	DIVISION SALES	82.2%	DIVISION PROFITS	NA	DIVISION AD/SALES	.0%
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	PRODUCT NAME	SIC#		PRODUCT NAME	SIC#
1	SAYVETTE DEPARTMENT STORES	5311000	6	SAVE-EASY STORES	5411000
2	DIUNNE ECONO-MART	5411000	7	ZEHR'S MARKETS	5411000
3	GEORGE WESTON LTD FOOD STORES	5411000	8	SUPER SAVE DRUG MARTS	5912000
4	LOBLAW SUPERMARKETS	5411000	9	TAMBLYN DRUGSTORES	5912000
5	NATIONAL GROCERS SUPERMARKETS	5411000			

GERBER PRODUCTS COMPANY									

OWNERSHIP: U.S. PUBLIC CORP.									

* TOTAL SALES	372.0	MIL\$	U.S./TOTAL SALES	80.4%	PROFITS/EQUITY	15.8%	*		
* TOTAL ASSETS	204.0	MIL\$	FOOD/TOTAL ASSETS	84.7%	PROFITS/ASSETS	11.5%	*		
* TOTAL ADVERTISING	NA		U.S. FOOD/U.S. SALES	102.6%	ADVERTISING/SALES	NA	*		
* MEDIA ADVERTISING	3.0	MIL\$	U.S./TOTAL PROFITS	86.0%	R&D/SALES	.9%	*		

SPECIAL PRODUCTS DIVISION SALES 14.6%, DIVISION PROFITS NA , DIVISION AD/SALES 2.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CORNUCOPIA FARMS APPLES	0175000	7 GERBER NURSERY SETS	3069731
2 GERBER BABYWEAR & FOODS	2032100	8 GERALCO CONTAINERS	3411000
3 GERBER NURSERY PRODUCTS & FOODS	2032100	9 ATLANTA NOVELTY PLUSH TOYS	3944267
4 HANKSCRAFT VAPORIZER-HUMIDIFIER & FOODS	2032100	10 SPARTAN GRAPHICS	3944273
5 BABYGRO CLOTHING & PLAYWEAR	2361000	11 GERBER LIFE INSURANCE	6311000
6 GERBER BABY CARE PRODUCTS & FOODS	2844500	12 GERBER CHILDREN'S CENTERS	8351000

INTERNATIONAL DIVISION SALES 19.6%, DIVISION PROFITS 16.8%, DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GERBER BABY FOODS	2032100	3 PAMPERO KETCHUP	2033621
2 GERBERINA BABY FOODS	2032100		

FOOD PRODUCTION DIVISION SALES 65.6%, DIVISION PROFITS NA , DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GERBER BABY FOODS	2032100	3 GERBER PEANUT SPREAD	2099944
2 GERBER KETCHUP	2033621		

GLENMORE DISTILLERS CO	* TOTAL SALES	187.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	5.1% *
*****	* TOTAL ASSETS	96.0 MIL\$ FOOD/TOTAL SALES	79.1% PROFITS/ASSETS	4.4% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	5.1 MIL\$ U.S. FOOD/U.S. SALES	79.1% ADVERTISING/SALES	2.7% *
	* MEDIA ADVERTISING	1.4 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

GLENMORE DISTILLERS CO DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BAROLO WINE	2084000	15 GLENMORE GIN	2085321
2 LOTUS FLOWER WINE	2084000	16 MR BOSTON'S GIN	2085321
3 MASI WINES	2084000	17 AMARETTO DI SARONNO LIQUEUR	2085325
4 OLD MR BOSTON BLACKBERRY FLAVORED BRANDY	2084065	18 OLD MR BOSTON CREME DE MENTHE	2085325
5 OLD MR BOSTON BRANDY	2084065	19 OLD MR BOSTON SNOWSHAKE COCKTAILS	2085327
6 OLD MR BOSTON FIVE STAR BRANDY	2084065	20 GLENMORE VODKA	2085333
7 DESMOND & DUFF DELUXE 12 YEAR OLD SCOTCH WHI	2085310	21 MASQUER IMPORTED VODKA	2085333
8 DESMOND & DUFF SCOTCH WHISKEY	2085310	22 MR BOSTON'S VODKA	2085333
9 OLD KENTUCKY TAVERN BOURBON WHISKEY	2085310	23 GLENMORE RUM	2085337
10 OLD MR BOSTON BOURBON WHISKEY	2085310	24 MR BOSTON'S RUM	2085337
11 OLD MR BOSTON CANADIAN WHISKEY	2085310	25 OLD ST CROIX RUM	2085337
12 OLD MR BOSTON MARTINI COCKTAIL	2085310	26 SIEGERTS BOUQUET TRINIDAD RUM	2085337
13 OLD THOMPSON BLENDED WHISKEY	2085310	27 GAVILAN TEQUILA	2085339
14 YELLOWSTONE BOURBON WHISKEY	2085310	28 OLD MR BOSTON TEQUILA	2085339

GLOVER INC	* TOTAL SALES	155.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	1.3% *
*****	* TOTAL ASSETS	25.0 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	6.8% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	.0 MIL\$ U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	.0% *
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

FRESH BEEF DIVISION SALES 85.8%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

FRESH PORK DIVISION SALES 2.6%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PROCESSED MEATS DIVISION SALES 7.7%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GLOVER MEATS	2011000	5 DUTCH OVEN MEATS	2013700
2 GLOVER SELECT MEATS	2011000	6 MERIT MEATS	2013700
3 HERNANDO MAGIC MARVEL MEATS	2011000	7 GLOVER'S COUNTRY STYLE SAUSAGE	2013711
4 CHUCK WAGON MEATS	2013700		

BY-PRODUCTS DIVISION SALES 3.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

GOLD KIST INC		* TOTAL SALES	912.0 MIL\$	U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	21.5%	*
*****		TOTAL ASSETS	326.0 MIL\$	FOOD/TOTAL SALES	69.2%	PROFITS/ASSETS	9.9%	*
OWNERSHIP: COOP		TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	69.2%	ADVERTISING/SALES	NA	*
		MEDIA ADVERTISING	.0 MIL\$	U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA	*

MARKETING GROUP	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
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AGRI-SERVICES DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

POULTRY GROUP

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 EARLY BIRD POULTRY PRODUCTS	2016130	3 YOUNG N° TENDER CHICKENS	2016130
2 TENDER BEST CHICKENS	2016130		

OIL PRODUCTS DIVISION SALES NA . DIVISION PROFITS NA . DIVISION AD/SALES NA

SOY PROCUREMENT AND GRAIN	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
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INTERNATIONAL DIVISION SALES NA . DIVISION PROFITS NA . DIVISION AD/SALES NA

SPECIALTY PRODUCTS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

COMMODITY TRADING DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

GOLD KIST FOODS	DIVISION SALES	NA .	DIVISION PROFITS	NA .	DIVISION AD/SALES	NA
1978	16,000	100%	1,000	100%	100%	100%
1979	17,000	106%	1,100	110%	105%	105%
1980	18,000	112%	1,200	120%	108%	108%
1981	19,000	119%	1,300	130%	110%	110%
1982	20,000	125%	1,400	140%	112%	112%
1983	21,000	131%	1,500	150%	115%	115%
1984	22,000	138%	1,600	160%	118%	118%
1985	23,000	144%	1,700	170%	120%	120%
1986	24,000	150%	1,800	180%	122%	122%
1987	25,000	156%	1,900	190%	125%	125%
1988	26,000	163%	2,000	200%	128%	128%
1989	27,000	169%	2,100	210%	130%	130%
1990	28,000	175%	2,200	220%	132%	132%
1991	29,000	181%	2,300	230%	135%	135%
1992	30,000	188%	2,400	240%	138%	138%
1993	31,000	194%	2,500	250%	140%	140%
1994	32,000	200%	2,600	260%	142%	142%
1995	33,000	206%	2,700	270%	145%	145%
1996	34,000	213%	2,800	280%	148%	148%
1997	35,000	219%	2,900	290%	150%	150%
1998	36,000	225%	3,000	300%	152%	152%
1999	37,000	231%	3,100	310%	155%	155%
2000	38,000	238%	3,200	320%	158%	158%
2001	39,000	244%	3,300	330%	160%	160%
2002	40,000	250%	3,400	340%	162%	162%
2003	41,000	256%	3,500	350%	165%	165%
2004	42,000	263%	3,600	360%	168%	168%
2005	43,000	269%	3,700	370%	170%	170%
2006	44,000	275%	3,800	380%	172%	172%
2007	45,000	281%	3,900	390%	175%	175%
2008	46,000	288%	4,000	400%	178%	178%
2009	47,000	294%	4,100	410%	180%	180%
2010	48,000	300%	4,200	420%	182%	182%
2011	49,000	306%	4,300	430%	185%	185%
2012	50,000	313%	4,400	440%	188%	188%
2013	51,000	319%	4,500	450%	190%	190%
2014	52,000	325%	4,600	460%	192%	192%
2015	53,000	331%	4,700	470%	195%	195%
2016	54,000	338%	4,800	480%	198%	198%
2017	55,000	344%	4,900	490%	200%	200%
2018	56,000	350%	5,000	500%	202%	202%
2019	57,000	356%	5,100	510%	205%	205%
2020	58,000	363%	5,200	520%	208%	208%
2021	59,000	369%	5,300	530%	210%	210%
2022	60,000	375%	5,400	540%	212%	212%
2023	61,000	381%	5,500	550%	215%	215%
2024	62,000	388%	5,600	560%	218%	218%
2025	63,000	394%	5,700	570%	220%	220%
2026	64,000	400%	5,800	580%	222%	222%
2027	65,000	406%	5,900	590%	225%	225%
2028	66,000	413%	6,000	600%	228%	228%
2029	67,000	419%	6,100	610%	230%	230%
2030	68,000	425%	6,200	620%	232%	232%
2031	69,000	431%	6,300	630%	235%	235%
2032	70,000	438%	6,400	640%	238%	238%
2033	71,000	444%	6,500	650%	240%	240%
2034	72,000	450%	6,600	660%	242%	242%
2035	73,000	456%	6,700	670%	245%	245%
2036	74,000	463%	6,800	680%	248%	248%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BEAVER'S MEAT PRODUCTS	2013000	8 MCEVER MEAT PRODUCTS	2013000
2 BELLE OF GEORGIA MEAT PRODUCTS	2013000	9 OLD FASHIONED MEAT PRODUCTS	2013000
3 FARMERS CHOICE MEAT PRODUCTS	2013000	10 PARLOR PIG MEAT PRODUCTS	2013000
4 FROSTY PEAK MEAT PRODUCTS	2013000	11 THRIFTY WILLIE MEATS	2013000
5 GOLD KIST MEATS	2013000	12 FULL A' BALONEY BOLOGNA	2013735
6 GOLD KIST RAVO MEATS	2013000	13 GOLD NUT II NUTS	2065800
7 KOWETA MEAT PRODUCTS	2013000		

GRAIN PROCESSING CORP		* TOTAL SALES	245.0 MIL\$	U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	NA	*
*****		TOTAL ASSETS	NA	FOOD/TOTAL SALES	100.0%	PROFITS/ASSETS	NA	*
OWNERSHIP: PRIVATE		TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA	*
		MEDIA ADVERTISING	0.0 MIL\$	U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA	*

GRAIN PROCESSING DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

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*****
GREAT ATLANTIC AND PACIFIC TEA CO      * TOTAL SALES      6538.7 MIL$ U.S./TOTAL SALES      94.1% PROFITS/EQUITY      1.0% *
*****                                * TOTAL ASSETS      989.7 MIL$ FOOD/TOTAL SALES      10.0% PROFITS/ASSETS      -2.6% *
OWNERSHIP: U.S. PUBLIC CORP.          * TOTAL ADVERTISING  98.2 MIL$ U.S. FOOD/U.S. SALES      10.6% ADVERTISING/SALES      1.5% *
*****                                * MEDIA ADVERTISING  10.5 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      .0% *
*****

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THE GREAT ATLANTIC & PACIFIC TEA COMPANY IN DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 A&P DELICACIES	2000000	43 JANE PARKER BAKERY PRODUCTS	2051000
2 ANNE PAGE MILK PRODUCTS	2020200	44 MARVEL BAKERY PRODUCTS	2051000
3 A&P MILK PRODUCTS	2026200	45 OUR OWN BAKERY PRODUCTS	2051000
4 EIGHT O'CLOCK MILK PRODUCTS	2026200	46 YUKON BAKERY PRODUCTS	2051000
5 JANE PARKER MILK PRODUCTS	2026200	47 ANNE PAGE CANDY	2065000
6 MARVEL MILK PRODUCTS	2026200	48 A&P CANDY	2065000
7 OUR OWN MILK PRODUCTS	2026200	49 EIGHT O'CLOCK CANDY	2065000
8 YUKON MILK PRODUCTS	2026200	50 JANE PARKER CANDY	2065000
9 ANNE PAGE CANNED BEANS	2032370	51 MARVEL CANDY	2065000
10 A&P CANNED BEANS	2032370	52 OUR OWN CANDY	2065000
11 JANE PARKER CANNED BEANS	2032370	53 YUKON CANDY	2065000
12 MARVEL CANNED BEANS	2032370	54 BOKAR COFFEE	2095100
13 OUR OWN CANNED BEANS	2032370	55 ANNE PAGE COFFEE	2095115
14 EIGHT O'CLOCK CANNED BEANS	2032370	56 A&P COFFEE	2095115
15 YUKON CANNED BEANS	2032370	57 EIGHT O'CLOCK COFFEE	2095115
16 ANNE PAGE CATSUP	2033621	58 JANE PARKER COFFEE	2095115
17 A&P CATSUP	2033621	59 MARVEL COFFEE	2095115
18 EIGHT O'CLOCK CATSUP	2033621	60 OUR OWN COFFEE	2095115
19 JANE PARKER CATSUP	2033621	61 YUKON COFFEE	2095115
20 MARVEL CATSUP	2033621	62 ANNE PAGE MACARONI PRODUCTS	2098011
21 OUR OWN CATSUP	2033621	63 A&P MACARONI PRODUCTS	2098011
22 YUKON CATSUP	2033621	64 EIGHT O'CLOCK MACARONI PRODUCTS	2098011
23 ANNE PAGE JELLIES & JAMS	2033800	65 JANE PARKER MACARONI PRODUCTS	2098011
24 A&P JELLIES & JAMS	2033800	66 MARVEL MACARONI PRODUCTS	2098011
25 EIGHT O'CLOCK JELLIES & JAMS	2033800	67 OUR OWN MACARONI PRODUCTS	2098011
26 JANE PARKER JELLIES & JAMS	2033800	68 YUKON MACARONI PRODUCTS	2098011
27 MARVEL JELLIES & JAMS	2033800	69 ANNE PAGE DETERGENTS	2841200
28 OUR OWN JELLIES & JAMS	2033800	70 A&P DETERGENTS	2841200
29 YUKON JELLIES & JAMS	2033800	71 EIGHT O'CLOCK DETERGENTS	2841200
30 ANNE PAGE MAYONNAISE	2035423	72 JANE PARKER DETERGENTS	2841200
31 ANNE PAGE SALAD DRESSINGS	2035430	73 MARVEL DETERGENTS	2841200
32 A&P FROZEN FRUIT JUICES	2037100	74 OUR OWN DETERGENTS	2841200
33 ANNE PAGE DOG FOOD	2047120	75 YUKON DETERGENTS	2841200
34 A&P DOG FOOD	2047120	76 ANNE PAGE WAXES	2842400
35 EIGHT O'CLOCK DOG FOOD	2047120	77 A&P WAXES	2842400
36 JANE PARKER DOG FOOD	2047120	78 EIGHT O'CLOCK WAXES	2842400
37 MARVEL DOG FOOD	2047120	79 JANE PARKER WAXES	2842400
38 OUR OWN DOG FOOD	2047120	80 MARVEL WAXES	2842400
39 YUKON DOG FOOD	2047120	81 OUR OWN WAXES	2842400
40 ANNE PAGE BAKERY PRODUCTS	2051000	82 YUKON WAXES	2842400
41 A&P BAKERY PRODUCTS	2051000	83 A&P FOOD STORES	5411000
42 EIGHT O'CLOCK BAKERY PRODUCTS	2051000		

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*****
GREAT WESTERN UNITED CORPORATION      * TOTAL SALES      529.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      1.4% *
*****
TOTAL ASSETS      331.0 MIL$ FOOD/TOTAL SALES      92.6% PROFITS/ASSETS      .9% *
*****
OWNERSHIP: U.S. PUBLIC CORP.          * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      92.6% ADVERTISING/SALES      NA *
*****
MEDIA ADVERTISING      .4 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      .4% *
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MANUFACTURE AND SALE OF SUGAR PRODUCTS      DIVISION SALES      92.6%, DIVISION PROFITS      701.9%, DIVISION AD/SALES      .1%

PRODUCT NAME      SIC#      PRODUCT NAME      SIC#
1 GOUCHAUX BRAND SUGAR      2062011      3 HENDERSON SUPERFINE SUGAR      2062011
2 G-H SUGAR      2062011      4 GW SUGAR      2063007

LICENSE AND OPERATION OF RESTAURANTS      DIVISION SALES      4.7%, DIVISION PROFITS      13.0%, DIVISION AD/SALES      .4%

PRODUCT NAME      SIC#      PRODUCT NAME      SIC#
1 DELI PIZZA (SHAKY'S)      5812000      2 SHAKY'S PIZZA PARLOR      5812000

COMMODITY TRADING      DIVISION SALES      .0%, DIVISION PROFITS      -551.9%, DIVISION AD/SALES      .0%

OIL AND GAS EXPLORATION      DIVISION SALES      .0%, DIVISION PROFITS      -124.1%, DIVISION AD/SALES      .0%

LAND SALES AND COMMUNITY DEVELOPMENT      DIVISION SALES      2.6%, DIVISION PROFITS      61.1%, DIVISION AD/SALES      .0%

PRODUCT NAME      SIC#      PRODUCT NAME      SIC#
1 CALIFORNIA CITY COMMUNITY DEVELOPMENT      6552000      3 COLORADO CITY COMMUNITY DEVELOPMENT      6552000
2 COCHITY COMMUNITY DEVELOPMENT      6552000

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*****
GREEN GIANT COMPANY      * TOTAL SALES      455.0 MIL$ U.S./TOTAL SALES      86.8% PROFITS/EQUITY      5.1% *
*****
TOTAL ASSETS      259.0 MIL$ FOOD/TOTAL SALES      83.5% PROFITS/ASSETS      5.6% *
*****
OWNERSHIP: U.S. PUBLIC CORP.          * TOTAL ADVERTISING      16.4 MIL$ U.S. FOOD/U.S. SALES      81.0% ADVERTISING/SALES      3.6% *
*****
MEDIA ADVERTISING      5.6 MIL$ U.S./TOTAL PROFITS      NA      R&D/SALES      .5% *
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GROCERY PRODUCTS      DIVISION SALES      56.5%, DIVISION PROFITS      61.5%, DIVISION AD/SALES      2.0%

PRODUCT NAME      SIC#      PRODUCT NAME      SIC#
1 GREEN GIANT VEGETABLE YOGURT      2026433      10 GREEN GIANT FROZEN VEGETABLES WITH SEASONED      2037200
2 CLARK FOOD PRODUCTS      2032000      11 LE SUEUR FROZEN VEGETABLES      2037200
3 GREEN GIANT CANNED VEGETABLES      2033200      12 LE SUEUR FROZEN VEGETABLES IN SAUCES      2037200
4 LE SUEUR CANNED VEGETABLES      2033200      13 GREEN GIANT FROZEN POTATO CASSEROLES      2037249
5 GREEN GIANT MUSHROOMS      2033321      14 GREEN GIANT FROZEN RICE DISHES      2037298
6 HOLLOWAY HOUSE FROZEN FOODS      2037000      15 GREEN GIANT FROZEN SAUCE FROSTED VEGETABLES      2037298
7 GREEN GIANT FROZEN VEGETABLES      2037200      16 GREEN GIANT FROZEN SOUTHERN RECIPE VEGETABLE      2037298
8 GREEN GIANT FROZEN VEGETABLES IN BUTTER SAUCE      2037200      17 GREEN GIANT FROZEN VEGETABLE CASSEROLES      2038225
9 GREEN GIANT FROZEN VEGETABLES WITH CHEESE SAUCE      2037200

MEATS      DIVISION SALES      13.5%, DIVISION PROFITS      8.9%, DIVISION AD/SALES      .5%

PRODUCT NAME      SIC#      PRODUCT NAME      SIC#
1 COPELAND MEAT PRODUCTS      2013700      5 COPELAND BOLOGNA      2013735
2 SCHWEIGERT'S MEAT PRODUCTS      2013700      6 COPELAND LUNCHEON MEATS      2013735
3 COPELAND PORK SAUSAGE      2013711      7 SCHWEIGERT'S SUPPER SAUSAGES      2013735
4 COPELAND FRANKS & HOT DOGS      2013721

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GREEN GIANT COMPANY (CONTINUED)

FOOD SERVICE DIVISION SALES 7.5%, DIVISION PROFITS 3.4%, DIVISION AD/SALES .0%

INTERNATIONAL DIVISION SALES 13.2%, DIVISION PROFITS 14.4%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CLARK CANNED SOUPS	2032271	4 GREEN GIANT CANNED VEGETABLES	2033200
2 CLARK CANNED BAKED BEANS	2032370	5 GREEN GIANT FROZEN PREPARED VEGETABLES	2036200
3 CLARK CANNED STEWS	2032498		

RESTAURANTS DIVISION SALES 9.5%, DIVISION PROFITS 12.6%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HENRICI'S RESTAURANTS	5812000	2 HOFFMAN HOUSE RESTAURANTS	5812000

GREYHOUND CORPORATION	* TOTAL SALES	3748.0 MIL\$ U.S./TOTAL SALES	96.7% PROFITS/EQUITY	13.2% *
*****	* TOTAL ASSETS	1428.0 MIL\$ U.S. FOOD/TOTAL SALES	63.8% PROFITS/ASSETS	6.7% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	66.0% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	30.8 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

TRANSPORTATION DIVISION SALES 18.2%, DIVISION PROFITS 40.3%, DIVISION AD/SALES .9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ATLANTA AIRPORT TRANSPORTATION	4111000	9 RED TOP SEDAN SERVICE	4121000
2 CAREY TRANSPORTATION	4111000	10 GREYHOUND AMERIPASS	4131000
3 WALTERS TRANSIT	4111000	11 GREYHOUND BUSLINES PASSENGER	4131000
4 AMERICAN SIGHTSEEING TOURS	4119000	12 VERMONT TRANSIT	4131000
5 BREWSTER TRANSPORTATION COMPANY	4119000	13 GREYHOUND CHARTER	4142000
6 CALIFORNIA PARLOK CAR	4119000	14 GREYHOUND PACKAGE EXPRESS	4213000
7 GREY LINE SIGHT-SEEING TOURS	4119000	15 LOYAL TRAVEL SERVICE	4722000
8 GREYHOUND TOURS	4119000	16 ROYAL HAWAIIAN TOURS	4722000

FOOD DIVISION SALES 60.9%, DIVISION PROFITS 17.4%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TES-TENDER BEEF	2011100	9 ARMOUR STAR FRANKS	2013721
2 BLOC-REDI BEEF	2011131	10 DECKER HOT DOGS	2013721
3 PFAELZER FROZEN STEAKS	2011131	11 ARMOUR LUNCH MEATS	2013735
4 ARMOURS BOUNDUCKER TRADING POST MEATS	2013000	12 ARMOUR STAR CANNED HAM	2013819
5 ARMOUR STAR HAM	2013631	13 ARMOUR GOLDEN STAR FROZEN TURKEY	2016300
6 ARMOUR STAR BACON	2013641	14 MISS WISCONSIN CHEESE	2022101
7 DECKER BACON	2013641	15 CLOVERBLOOM OILS	2079100
8 ARMOUR STAR SAUSAGE	2013711		

CONSUMER PRODUCTS DIVISION SALES 10.9%, DIVISION PROFITS 14.4%, DIVISION AD/SALES 4.8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TREET	2813819	8 SCHIFFON DETERGENT	2841200
2 AFFIAN WAY PIZZA MIX	2045568	9 MAGIC PRE-WASH SPRAY CLEANER	2841261
3 FRUIT OF THE LOOM YARN	2282000	10 DIAL PRODUCTS SWEEPSTAKES	2841300
4 MALINA YARN	2282000	11 DIAL DEODORANT SOAP	2841311
5 ARMOUR PHARMACEUTICALS	2834000	12 TONE BAR SOAP	2841311
6 HENPRINAK ANTI-COAGULANT	2834300	13 PAKSONS AMMONIA	2842371
7 CALCIMAR FOR TREATMENT OF PLUET'S DISEASE	2834800	14 BRUCE FLOCK WAX	2842420

15 BURLEY COLOGNE & AFTERSHAVE LOTION
16 VIGOROL TONIC
17 DIAL ANTIPERSPIRANT SPRAY
18 DIAL SPRAY DEODORANTS

2844232
2844321
2844527
2844527

19 DIAL VERY DRY ANTIPERSPIRANT
20 MAX POWER ANTIPERSPIRANT
21 DIAL ANTIPERSPIRANT ROLL ON
22 DIAL SHOWER GEL

2844527
2844527
2844528
2844561

LEASING DIVISION SALES 1.7%, DIVISION PROFITS 12.3%, DIVISION AD/SALES .3%

PRODUCT NAME
1 GREYHOUND RENT-A-CAR

SIC#
7512000

PRODUCT NAME

SIC#

SERVICES DIVISION SALES 4.5%, DIVISION PROFITS 13.0%, DIVISION AD/SALES .0%

FOOD SERVICES DIVISION SALES 3.5%, DIVISION PROFITS 2.6%, DIVISION AD/SALES .0%

PRODUCT NAME
1 POST HOUSE RESTAURANTS

SIC#
5812000

PRODUCT NAME
2 RESTAURA

SIC#
5812000

GULF & WESTERN INDUSTRIES INC * TOTAL SALES 3396.0 MIL\$ U.S./TOTAL SALES 84.1% PROFITS/EQUITY 18.3% *
***** TOTAL ASSETS 3306.0 MIL\$ FOOD/TOTAL SALES 9.4% PROFITS/ASSETS 9.5% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 89.9 MIL\$ U.S. FOOD/U.S. SALES 6.1% ADVERTISING/SALES 2.6% *
* MEDIA ADVERTISING 18.8 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES NA *

MANUFACTURING DIVISION SALES 25.0%, DIVISION PROFITS 27.7%, DIVISION AD/SALES .0%

PRODUCT NAME
1 GULF & WESTERN MFG. CO GENERAL PROMOTION
2 OTTAWA COMMANDO TRACTORS
3 SORENSEN AUTO PARTS
4 WILCOX-CRITTENDEN BOAT ACCESSORIES

SIC#
3400000
3537100
3714100
3714100

PRODUCT NAME
5 HAMMER SCHLEMMER (HOUSEHOLD)
6 HAMMER SCHLEMMER (MISCELLANEOUS)
7 PLUMMER-MCCUTCHEON (HOUSEHOLD)

SIC#
5700000
5700000
5700000

FOOD AND AGRICULTURAL PRODUCTS DIVISION SALES 6.0%, DIVISION PROFITS 19.3%, DIVISION AD/SALES .0%

PRODUCT NAME
1 FLORIGOLD GRAPEFRUITS
2 COSTASUR HOTELS
3 DOMINICAN REPUBLIC HOTELS

SIC#
0174000
7011000
7011000

PRODUCT NAME
4 HISPANIOLA HOTEL
5 SANTO DOMINGO HOTEL

SIC#
7011000
7011000

NATURAL RESOURCES DIVISION SALES 4.0%, DIVISION PROFITS 11.0%, DIVISION AD/SALES .0%

PAPER AND BUILDING PRODUCTS DIVISION SALES 11.0%, DIVISION PROFITS 7.3%, DIVISION AD/SALES .0%

PRODUCT NAME
1 BURGESS PULP
2 SOLKA-FLOC PULP
3 PAPER MAID PAPER PRODUCTS
4 EAGLE A PAPER PRODUCTS
5 LINWEAVE PAPER PRODUCTS
6 TROJAN PAPER PRODUCTS
7 NIBROC TOWELS
8 PENT ABSORBENT PAPER PRODUCTS

SIC#
2611000
2611000
2621000
2631000
2631000
2631000
2647200
2647200

PRODUCT NAME
9 PURITY ABSORBENT PAPER PRODUCTS
10 FLIGHT DECK III CONCRETE FORMING EQUIPMENT
11 MAGIC KOTE CONCRETE FORMING EQUIPMENT
12 MAX-A-FORM CONCRETE FORMING EQUIPMENT
13 STEEL-PLY CONCRETE FORMING EQUIPMENT
14 VERSIFORM CONCRETE FORMING EQUIPMENT
15 MONARCH MATCH CO GENERAL PROMOTION
16 SUPERIOR MATCH BOOKS

SIC#
2647200
3531000
3531000
3531000
3531000
3531000
3999300
3999300

LEISURE TIME

DIVISION SALES 11.0%, DIVISION PROFITS 12.0%, DIVISION AD/SALES 1.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SIMON & SCHUSTER PUBLISHERS	2731000	5 STAX RECORDS AND TAPES	3652000
2 TRIDENT PRESS	2711000	6 FAMOUS PLAYERS LTD THEATRES OPERATIONS	6512000
3 FAMOUS MUSIC CORP	2741000	7 PARAMOUNT MOTION PICTURE CORP MOTION PICTURE	7631000
4 BLUE THUMB RECORDS	3652000	8 SEGA ENTERPRISES COIN-OPERATED AMUSEMENT DEV	7993000

AUTOMOTIVE REPLACEMENT PARTS

DIVISION SALES 7.0%, DIVISION PROFITS 5.6%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ROGERS AUTO PAINTS	0285113	4 POWEREADY AUTO PARTS	3714100
2 POWERIZED AUTO PARTS	3714000	5 POWERIDE AUTO PARTS	3714100
3 AMERICAN PARTS AUTO EQUIPMENT	3714100	6 POWERFLO AUTO FILTERS	3714120

CONSUMER PRODUCTS

DIVISION SALES 5.0%, DIVISION PROFITS 3.7%, DIVISION AD/SALES 3.9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 KING KUP PEANUT BUTTER CUPS	2065100	17 HARVESTER CIGARS	2121031
2 10-30 CANDY BARS	2065100	18 LA MANCHA CIGARS	2121031
3 LEWIS CANDY	2065300	19 LA PALINA CIGARS	2121031
4 SCHRAFFTS CANDY	2065300	20 LOVERA CIGARS	2121031
5 TERRY CANDY	2065300	21 MONTECRUZ CIGARS	2121031
6 WALLACE CANDY	2065300	22 MURIEL CIGARS	2121031
7 DUTCH TREATS CIGARS	2121021	23 PRIMO DEL REY CIGARS	2121031
8 BEN FRANKLIN CIGARS	2121031	24 TIPALET CIGARS	2121031
9 CAPTAIN DE TUEROS CIGARS	2121031	25 WILLIAM II CIGARS	2121031
10 CONSOLIDATED CIGAR CORP TV PROGRAM	2121031	26 1886 CIGARS	2121031
11 DON DIEGO CIGARS	2121031	27 HEINES BLEND PIPE TOBACCO	2131007
12 DON MARCOS CIGARS	2121031	28 MIXTURE NO 79 PIPE TOBACCO	2131007
13 DON MIGUEL CIGARS	2121031	29 OLD GRAND DAD PIPE TOBACCO	2131007
14 DUTCH MASTERS CIGARS	2121031	30 ROGERS TOBACCO POUCHES	3172000
15 EL PRODUCTO CIGARS	2121031	31 NIMROD PIPE LIGHTERS	3999944
16 FLAMENCO CIGARS	2121031		

FINANCIAL SERVICES

DIVISION SALES 16.0%, DIVISION PROFITS 4.7%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ASSOCIATES FINANCIAL SERVICES	6140000	3 ASSOCIATES INVESTMENT CO TAX SERVICE	7299000
2 ASSOCIATES CAPITAL CORP LOANS	6146000		

APPAREL PRODUCTS

DIVISION SALES 15.0%, DIVISION PROFITS 8.5%, DIVISION AD/SALES 1.5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BACHELOR GIRL HOSIERY WOMEN	2251000	13 BACHELOR FRIEND HOSIERY MEN	2252200
2 FASCINATION HOSIERY WOMEN	2251000	14 ESQUIRE SOCKS MEN	2252200
3 NO NONSENSE HOSIERY WOMEN	2251000	15 FRUIT OF LCOM PANTIES WOMEN & HOSIERY MEN &	2252200
4 PHOENIX HOSIERY WOMEN	2251000	16 INTERWOVEN ATHLETIC SOCKS MEN	2252200
5 SAPPHIRE HOSIERY WOMEN	2251000	17 INTERWOVEN SOCKS MEN	2252200
6 SCHIAPARELLI HOSIERY WOMEN	2251000	18 SUPP-HOSE MEN	2252200
7 SUPP-HOSE WOMEN	2251000	19 KAYSER HOSIERY WOMEN	2252300
8 YVLS ST. LAURENT HOSIERY WOMEN	2251000	20 ROLANE SALES CORP (APPAREL-FAMILY)	2300000
9 MOJUD PANTY HOSE WOMEN	2251350	21 LOUIS GOLDSMITH CLOTHES FOR YOUNG MEN	2311100
10 NO NONSENSE PANTY HOSE WOMEN	2251350	22 LAIVRENER CLOTHING MEN	2311300
11 SUPP-HOSE PANTYHOSE WOMEN	2251350	23 MAVEST SPORT COATS MEN	2311300
12 HOLEPROOF HOSIERY MEN AND WOMEN	2252000	24 RAEWIN CLOTHING MEN	2320000

GULF & WESTERN INDUSTRIES INC (CONTINUED)

25	EXCELLO SHIRTS MEN	2321400	49	SUPP-HOSE SLENDO SUPPORT UNDER WEAR MEN	2341330
26	JAYSON SHIRTS MEN	2321400	50	KAYSER LOUNGEWEAR WOMEN	2341331
27	JOHN WEITZ SHIRTS MEN	2321400	51	PERMA LIFT BRASSIERES AND GIRDLES	2342110
28	PARIS BELTS AND UNDERWEAR MEN	2322100	52	WISP-ON BY KAYSER FOUNDATION GARMENTS	2342110
29	ARTHUR ASHE TENNISWEAR	2329100	53	WEAR RIGHT GLOVES WOMEN	2381130
30	CHAMPION SLACKS MEN	2329100	54	BOSTONIAN FOOTSAVERS SHOES MEN	3143000
31	JOHN NEWCOMBE SPORTSWEAR MEN	2329100	55	LONDON CHARACTER SHOES MEN	3143000
32	SHANHOUSE SPORTS OUTERWEAR MEN	2329100	56	STETSON SHOES MEN	3143000
33	CATALINA SPORTSWEAR MEN	2329200	57	AFTER SIX FORMAL SHOES MEN	3143100
34	SWITCHMATES FULL-FASHIONED STRETCHWEAR WOMEN	2331000	58	JEFFIES CASUAL FOOTWEAR MEN	3143200
35	CASA DI COLE SWIMWEAR AND SPORTSWEAR WOMEN	2331200	59	MERCURY SLIPPERS LADIES	3144000
36	CATALINA MULTI-PRODUCT ADVERTISING	2331200	60	TAPPIM SLIPPERS WOMEN	3144000
37	CATALINA SEPARATES WOMEN	2331200	61	LADY BOSTONIANS SHOES WOMEN	3149210
38	COLE OF CALIFORNIA SPORTSWEAR WOMEN DEALERS	2331200	62	SANDLER OF BOSTON CASUAL SHOES WOMEN	3149210
39	COLE OF CALIFORNIA SWIMSUITS & ACCESSORIES W	2331200	63	SANDLER OF BOSTON SHOES AND BOOTS WOMEN	3149210
40	RAFFLES WEAR	2337100	64	SANDLER OF BOSTON SHOES WOMEN	3149210
41	BAY CLUB SWIMWEAR WOMEN	2339310	65	BOSTONIAN ELAZERS CASUAL SHOES MEN	3149400
42	CATALINA SWIMSUITS AND ACCESSORIES WOMEN	2339310	66	BOSTONIANS CASUAL BOOTS & SHOES MEN	3149400
43	CATALINA SWIMWEAR DEALERS	2339310	67	BOSTONIANS SHOES MEN	3149400
44	GOING PLACES SPORTSWEAR WOMEN	2339310	68	JACK NICKLAUS GOLF SHOES MEN AND WOMEN	3149400
45	SANDCASTLE SWIMWEAR & ACCESSORIES WOMEN	2339310	69	MANSFIELD SHOES MEN	3149400
46	NAZARETH SLEEPWEAR & UNDERWEAR CHILDREN	2341330	70	PIERRE CARDIN SHOES MEN	3149400
47	DREAMAWAY LINGERIE	2341330	71	MISS UNIVERSE BEAUTY PAGEANTS	7999000
48	KAYSER SLEEPWEAR WOMEN	2341330	72	MISS USA BEAUTY PAGEANTS	7999000

H J HEINZ COMPANY * TOTAL SALES 1882.0 MIL\$ U.S./TOTAL SALES 59.4% PROFITS/EQUITY 12.4% *
***** TOTAL ASSETS 1168.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 7.6% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 177.9 MIL\$ U.S./TOTAL SALES 100.0% ADVERTISING/SALES 9.4% *
* MEDIA ADVERTISING 19.5 MIL\$ U.S./TOTAL PROFITS 65.8% R&D/SALES .5% *

DOMESTIC OPERATIONS DIVISION SALES 59.4%, DIVISION PROFITS 66.0%, DIVISION AD/SALES 1.7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HEINZ BABY FOOD	2032100	14 YANKEE CRISPERS FROZEN POTATOES	2037248
2 HEINZ COUNTRY BRAND CANNED SOUPS	2032271	15 ORE-IDA FROZEN ONION RINGS & CHOPPED ONIONS	2037298
3 HELP DRINK CONCENTRATE	2033494	16 LA PIZZERIA FROZEN PIZZAS	2038244
4 HEINZ TOMATO KETCHUP	2033621	17 LUNCH LINE FROZEN COOKIE DOUGH	2045573
5 HEINZ CHILI FIXINS	2033651	18 9-LIVES CANNED CAT FOOD	2047141
6 HEINZ PICKLES	2035210	19 9-LIVES DRY CAT FOOD	2047153
7 HEINZ CANNED WHITE SAUCE	2035351	20 SQUARE MEALS SOFT MOIST CAT FOOD	2047156
8 HEINZ HOME STYLE CANNED GRAVIES	2035351	21 9-LIVES SOFT MOIST CAT FOOD	2047156
9 HEINZ STEAK SAUCE	2035351	22 DUTCHIE SOFT PRETZELS	2052151
10 ORE-IDA FROZEN VEGETABLES	2037200	23 STAR KIST TUNA	2091011
11 HEINZ FROZEN POTATOES	2037248	24 HEINZ NOODLE NUMBERS AND SPAGHETTI SAUCE	2098051
12 ORE-IDA DEEP FRIES FROZEN POTATOES	2037248	25 HEINZ VINEGARS	2099650
13 ORE-IDA FROZEN POTATOES	2037248		

FOREIGN OPERATIONS DIVISION SALES 40.0%, DIVISION PROFITS 34.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ERGOCAPPUCCIO MODIFIED MILK	2023225	4 PLASMON BABY FOODS	2032100
2 HEINZ CANNED FOODS	2030000	5 BEANZ MEALZ	2032300
3 DIET-ERBA BABY FOODS	2032100	6 NOODLE DOOLES	2098051

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*****
H P HOOD INC          * TOTAL SALES      430.7 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      6.3% *
*****              * TOTAL ASSETS      121.7 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      7.3% *
OWNERSHIP: PRIVATE    * TOTAL ADVERTISING      NA          U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
*****              * MEDIA ADVERTISING      1.5 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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MILK & RELATED PRODUCTS		DIVISION SALES 33.3%, DIVISION PROFITS 29.3%, DIVISION AD/SALES .3%	
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HOOD EGGS	2022000	6 HOOD MILK	2026200
2 HOOD BACON	2013641	7 HOOD NUFORM DAIRY PRODUCTS	2026200
3 HOOD BUTTER	2021015	8 HOOD NUFORM LOWFAT MILK	2026223
4 HOOD POWDERED MILK	2023128	9 HOOD CREAM	2026243
5 HOOD DAIRY PRODUCTS	2026200	10 HOOD BREAD	2051111

CHEESE & RELATED PRODUCTS		DIVISION SALES 45.6%, DIVISION PROFITS 36.8%, DIVISION AD/SALES .3%	
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CLEARFIELD CHEESE	2022000	4 HOOD COTTAGE CHEESE	2026313
2 COOPER CHEESE	2022000	5 HOOD YOGURT	2026433
3 HOOD SOUR CREAM	2026245		

FROZEN DESSERTS		DIVISION SALES 9.8%, DIVISION PROFITS 14.7%, DIVISION AD/SALES .7%	
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CORONET ICE CREAM	2024013	4 HOOD SHERBET	2024095
2 HOOD ICE CREAM	2024013	5 HOOD ICE MILK	2024097
3 HOOD RITEFORM ICE CREAM	2024013	6 ROMAN FROZEN PIZZA	2036244

CITRUS, CONFECTIONERY & MISCELLANEOUS		DIVISION SALES 11.2%, DIVISION PROFITS 17.2%, DIVISION AD/SALES .5%	
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HOOD FRESH ORANGE JUICE	2033492	4 REED'S CANDY	2065300
2 HOOD FROZEN FRUIT JUICES	2037100	5 CLARK'S GUM	2067012
3 HOOD FROZEN CONC ORANGE JUICE	2037175	6 CLARK'S SUGAR-FREE GUM	2067013

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HANSON TRUST (HYGRADE FOOD PRODUCTS) * TOTAL SALES      825.7 MIL$ U.S./TOTAL SALES      66.7% PROFITS/EQUITY      NA *
*****              * TOTAL ASSETS      NA          FOOD/TOTAL SALES      44.6% PROFITS/ASSETS      NA *
OWNERSHIP: UNITED KINGDOM            * TOTAL ADVERTISING      NA          U.S. FOOD/U.S. SALES      62.7% ADVERTISING/SALES      NA *
*****              * MEDIA ADVERTISING      1.9 MIL$ U.S./TOTAL PROFITS      NA R&D/SALES      NA *
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HYGRADE FOOD PRODUCTS		DIVISION SALES 47.2%, DIVISION PROFITS NA , DIVISION AD/SALES .5%	
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BALL PARK MEAT PRODUCTS	2013000	11 BALL PARK FRANKS	2013721
2 HYGRADE'S MEAT PRODUCTS	2013000	12 HYGRADE'S FRANKS	2013721
3 JORDAN'S MEAT PRODUCTS	2013000	13 JORDAN'S FRANKS	2013721
4 WEST VIRGINIA MEAT PRODUCTS	2013000	14 WEST VIRGINIA FRANKS	2013721
5 BALL PARK HAM	2013631	15 JORDAN'S SAUSAGE	2013735
6 HYGRADE'S HAM	2013631	16 BALL PARK CANNED HAM	2013819
7 WEST VIRGINIA HAM	2013631	17 HYGRADE'S CANNED HAM	2013819
8 BALL PARK BACON	2013641	18 WEST VIRGINIA CANNED HAM	2013819
9 HYGRADE'S BACON	2013641	19 MRS GRASS SOUP MIXES	2034211
10 WEST VIRGINIA BACON	2013641	20 MRS GRASS EGG NOODLES	2098051

HANSON TRUST (HYGRADE FOOD PRODUCTS) (CONTINUED)

OTHER DIVISIONS		DIVISION SALES	52.8%, DIVISION PROFITS	NA	, DIVISION AD/SALES	.0%

HARTSVILLE OIL MILL INC	* TOTAL SALES	189.0 MIL\$	U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	NA *
*****	* TOTAL ASSETS	NA	FOOD/TOTAL SALES	100.0%	PROFITS/ASSETS	NA *
OWNERSHIP: PRIVATE	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	.0 MIL\$	U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA *

HARTSVILLE OIL	DIVISION SALES	100.0%	DIVISION PROFITS	100.0%	DIVISION AD/SALES	.0%

HERSHEY FOODS CORPORATION	* TOTAL SALES	568.0 MIL\$	U.S./TOTAL SALES	95.1%	PROFITS/EQUITY	16.8% *
*****	* TOTAL ASSETS	298.0 MIL\$	FOOD/TOTAL SALES	94.2%	PROFITS/ASSETS	13.6% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	9.3 MIL\$	U.S. FOOD/U.S. SALES	90.7%	ADVERTISING/SALES	1.6% *
	* MEDIA ADVERTISING	6.9 MIL\$	U.S./TOTAL PROFITS	100.0%	R&D/SALES	.4% *

CHOCOLATE & CONFECTIONERY	DIVISION SALES	86.6%, DIVISION PROFITS	96.1%, DIVISION AD/SALES	1.3%		
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#			
1 HERSHEY'S CANDIES	2065000	9 HERSHEY'S KISSES	2065300			
2 KIT KAT CANDY	2065000	10 HERSHEY'S CHOCOLATE BARS	2060230			
3 REESE'S CANDIES	2065000	11 MP GOODBAR CHOCOLATE BARS	2066230			
4 HERSHEY'S CANDY BARS	2065100	12 ROWNTREE CHOCOLATE MINTS	2066242			
5 RALLY CANDY BARS	2065100	13 HERSHEY'S CHIPS	2066811			
6 REESE'S PEANUT BUTTER CUPS	2065100	14 HERSHEY'S HOT COCOA MIX	2066871			
7 AFTER 8 DINNER MINTS	2065200	15 HERSHEY'S INSTANT	2066871			
8 ROLO CANDY	2065200	16 HERSHEY'S SYRUP	2066894			

FOOD & FOOD SERVICES	DIVISION SALES	13.2%, DIVISION PROFITS	4.3%, DIVISION AD/SALES	.5%		
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#			
1 SAN GIORGIO FROZEN ITALIAN DISHES	2038244	4 SAN GIORGIO MACARONI	2098011			
2 SAN GIORGIO MULTI-PROD ADVERTISING	2098200	5 CORY COFFEE BREWERS	3634300			
3 DELMONICO SPAGHETTI	2098011	6 CORY COFFEE SERVICE	7394000			

HEUBLEIN INC	* TOTAL SALES	1282.0 MIL\$	U.S./TOTAL SALES	87.0%	PROFITS/EQUITY	19.6% *
*****	* TOTAL ASSETS	743.0 MIL\$	FOOD/TOTAL SALES	83.3%	PROFITS/ASSETS	12.3% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	85.3%	ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	66.5 MIL\$	U.S./TOTAL PROFITS	87.1%	R&D/SALES	NA *

BEVERAGES DIVISION	DIVISION SALES	35.7%, DIVISION PROFITS	44.7%, DIVISION AD/SALES	6.7%		
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#			
1 BEAULIEU BV WINES	2084010	8 HARVEY'S WINES	2084010			
2 BOUCHARD PERE ET FILS BURGUNDIES	2084010	9 HMS FROST WINE	2084010			
3 COLONY WINE	2084010	10 HUNGARIAN WINES	2084010			
4 EGRI BIKAYER WINE	2084010	11 INGLENOOK WINES	2084010			
5 FOXFIRE WINE	2084010	12 ITALIAN SWISS COLONY WINES	2084010			
6 GAMBARELLI D DAVATO WINES	2084010	13 JACARE WINES	2084010			
7 HARTLEY WINES	2084010	14 JACQUES WINES	2084010			

15 KIKU MASAMUNE JAPANESE SAKÉ	2084010	77 TULLAMORE DEW BLENDED IRISH WHISKY	2085310
16 KIRKERRY WINE	2084010	78 MILSHIRE GIN	2085321
17 PETRI WINE	2084010	79 ARKOW CORDIALS	2085325
18 UNITED WINTERS WINES	2084010	40 BAHIA LIQUEUR	2085325
19 VINYA WINES	2084010	41 HEREFORDS COWS LIQUEURS	2085325
20 ESPIRIT WHITE WINE	2084012	42 IRISH MIST LIQUEUR	2085325
21 LANCERS WINE	2084031	43 TAVA LIQUEUR	2085325
22 LEJON VERMOUTH	2084041	44 YUKON JACK CANADIAN LIQUEUR	2085325
23 ANNIE GREEN SPRINGS WINE	2084043	45 HEUBLEIN CLUB COCKTAILS	2085327
24 HARVEY'S BRISTOL CREAM SHERRY	2084043	46 HEUBLEIN COCKTAILS	2085327
25 SANGROLE SANGRIA WINE	2084043	47 THE CLUB COCKTAILS	2085327
26 T.J. SWANN WINE	2084043	48 ARROW VODKA	2085333
27 FELIPE II SPANISH BRANDY	2084065	49 OSTROVA VODKA	2085333
28 BLACK VELVET BLENDED CANADIAN WHISKY	2085310	50 POPOV VODKA	2085333
29 BLACK & WHITE SCOTCH WHISKY	2085310	51 RELSKA VODKA	2085333
30 BUCHANAN'S SCOTCH WHISKY	2085310	52 SMIRNOFF SILVER VODKA	2085333
31 GOLDEN VELVET WHISKY	2085310	53 SMIRNOFF VODKA	2085333
32 KINGS KANSOM WHISKY	2085310	54 DON Q PUERTO RICAN RUM	2085337
33 MCMASTERS CANADIAN WHISKY	2085310	55 CUERVO ESPECIAL TEQUILA	2085339
34 MCMASTERS SCOTCH WHISKY	2085310	56 JOSE CUERVO TEQUILA	2085339
35 MCMASTERS WHISKEY	2085310	57 MATADOR TEQUILA	2085339
36 STRATHCONON SCOTCH WHISKY	2085310		

FOOD DIVISION

DIVISION SALES 45.9%, DIVISION PROFITS 40.7%, DIVISION AD/SALES 6.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ORTEGA CANNED CHILES	2032386	10 COLONEL SANDERS RESTAURANTS	5812000
2 ORTEGA TACOS	2032493	11 COUNTRY STYLE	5812000
3 SNAP-E-TOM TOMATO COCKTAIL	2033515	12 DAVIS BROS CAFETERIAS	5812000
4 ESCOFFIER SAUCES	2033600	13 H-SALT SEAFOOD GALLEY	5812000
5 GREY POUPON MUSTARD	2035311	14 KENTUCKY FRIED CHICKEN FOOD SERVICE	5812000
6 A 1 SAUCE	2035351	15 ZANTIGO MEXICAN-AMERICAN	5812000
7 HART'S ROLLS	2051230	16 ZAPATA RESTAURANTS	5812000
8 REGINA WINE VINEGARS	2099650	17 DAVIS BROS MOTOR LODGES	7011000
9 COLONEL SANDERS CATERING SERVICE	5812000		

INTERNATIONAL

DIVISION SALES 18.3%, DIVISION PROFITS 14.6%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LANCERS BRANDY	2084065	4 SMIRNOFF VODKA	2085333
2 DRURY'S LIQUORS	2085300	5 KENTUCKY FRIED CHICKEN	5812000
3 POPOV VODKA	2085333		

HIRAM WALKER-GOODERHAM & WORTS LIMITED	* TOTAL SALES	864.0 MILS U.S./TOTAL SALES	35.3% PROFITS/EQUITY	9.3% *
	TOTAL ASSETS	913.0 MILS U.S./TOTAL SALES	58.9% PROFITS/ASSETS	7.4% *
OWNERSHIP: CANADA	* TOTAL ADVERTISING	34.5 MILS U.S./TOTAL SALES	52.5% ADVERTISING/SALES	4.0% *
	* MEDIA ADVERTISING	19.1 MILS U.S./TOTAL PROFITS	NA R&D/SALES	NA *

USA

DIVISION SALES 60.0%, DIVISION PROFITS NA, DIVISION AD/SALES 3.3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FREDERICK WILDMAN & SONS, LIMITED WINES	2084000	5 HIRAM WALKER'S BRANDY	2084065
2 SANDEMAN WINES	2084000	6 LAIRD'S APPLE JACK	2084065
3 MISTALA ROSE WINE	2084016	7 SALIGNAC BRANDY	2084065
4 COURVOISIER COGNAC	2084065	8 AMBASSADOR DELUXE SCOTCH WHISKY	2085310

HIRAM WALKER-GOUDERHAM & WORTS LIMITED (CONTINUED)

9 BALLANTINE'S SCOTCH WHISKY	2085310	24 THORNE'S 12 SCOTCH WHISKY	2085310
10 BARCLAY'S BOURBON WHISKEY	2085310	25 WALKER'S DELUXE BOURBON WHISKEY	2085310
11 CANADIAN CLUB BLENDED WHISKY	2085310	26 WILLIAM PENN WHISKY	2085310
12 CANADIAN R & R WHISKY	2085310	27 BARCLAY'S GIN	2085321
13 CORBY'S RESERVE WHISKEY	2085310	28 BOOTH'S HIGH & DRY GIN	2085321
14 G & W PRIVATE STOCK BOURBON WHISKEY	2085310	29 BOOTH'S HOUSE OF LORDS GIN	2085321
15 GOODERHAM'S RICH & RARE WHISKY	2085310	30 DRAMBUIE LIQUEUR	2085325
16 GRAND MACNISH SCOTCH WHISKY	2085310	31 HIRAM WALKER'S CORDIALS	2085325
17 HIRAM WALKER'S SPECIAL CANADIAN WHISKY	2085310	32 KAHLUA LIQUEUR	2085325
18 IMPERIAL BLENDED WHISKEY	2085310	33 PETER HEERING LIQUEUR	2085325
19 LAUDER'S SCOTCH WHISKY	2085310	34 TIA MARIA LIQUEUR	2085325
20 MACNISH V L WHISKY	2085310	35 BARCLAY'S VODKA	2085333
21 OLD SMUGGLER SCOTCH WHISKY	2085310	36 HIRAM WALKER'S CRYSTAL VODKA	2085333
22 ROYAL CANADIAN WHISKY	2085310	37 ARANDAS TEQUILA	2085339
23 TEN HIGH BOURBON WHISKEY	2085310		

INTERNATIONAL DIVISION SALES 40.0%, DIVISION PROFITS NA , DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BARCLAY'S RARE OLD BRANDY	2084065	14 BALLANTINE'S GIN	2085321
2 COURVOISIER COGNAC	2084065	15 G & W EXTRA DRY GIN	2085321
3 AMBASSADOR DELUXE SCOTCH WHISKY	2085310	16 HIRAM WALKER'S CRYSTAL GIN	2085321
4 BALLANTINE'S SCOTCH WHISKY	2085310	17 BOLS LIQUEURS	2085325
5 BARCLAY'S GOLD LABEL WHISKY	2085310	18 COINTREAU LIQUEUR	2085325
6 BARCLAY'S ROYAL CANADIAN WHISKY	2085310	19 DRAMBUIE LIQUEUR	2085325
7 CANADIAN CLUB WHISKY	2085310	20 HIRAM WALKER'S LIQUEURS	2085325
8 GOODERHAM'S BONDED STOCK WHISKY	2085310	21 KAHLUA LIQUEUR	2085325
9 GOODERHAM'S RICH & RARE WHISKY	2085310	22 PETER HEERING LIQUEURS	2085325
10 HIRAM WALKER'S GOLD CREST WHISKY	2085310	23 HIRAM WALKER'S CRYSTAL VODKA	2085333
11 HIRAM WALKER'S SPECIAL OLD WHISKY	2085310	24 SKOL VODKA	2085333
12 IMPERIAL WHISKY	2085310	25 MARACA RUM	2085337
13 LAUDER'S SCOTCH WHISKY	2085310		

HOLLY SUGAR CORPORATION	* TOTAL SALES	221.0 MILS U.S./TOTAL SALES	100.0% PROFITS/EQUITY	14.2% *
	* TOTAL ASSETS	151.0 MILS FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	14.6% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	.1 MILS U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	.0% *
	* MEDIA ADVERTISING	.0 MILS U.S./TOTAL PROFITS	100.0% R&D/SALES	.8% *

SUGAR DIVISION SALES 95.9%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HOLLY GRANULATED SUGAR	2063007	3 HOLLY BY-PRODUCTS	2063080
2 HOLLY LIQUID SUGAR	2063050		

FOOD MANUFACTURE (MEXICAN FOOD) DIVISION SALES NA , DIVISION PROFITS .0%, DIVISION AD/SALES NA

FOOD DISTRIBUTION (SPECIALTY FOODS) DIVISION SALES NA , DIVISION PROFITS .0%, DIVISION AD/SALES NA

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*****
HUBBARD MILLING COMPANY      * TOTAL SALES      225.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
*****                      * TOTAL ASSETS      NA      FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      NA *
OWNERSHIP: PRIVATE          * TOTAL ADVERTISING  NA      U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
*****                      * MEDIA ADVERTISING  .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
*****

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FLOUR		DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 MOTHER HUBBARD FLOUR	2041121						
FEED		DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 HUBBARD FEED	2048000	3 HUBBARD ANIMAL HEALTH PRODUCTS		2634900			
2 HUBBARD LNS LIQUID SUPPLEMENT	2048000						
TURKEYS & BEEF		DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 HUBBARD HOUSE FROZEN TURKEYS	2016300	2 REX BRAND FROZEN TURKEYS		2016300			
RESTAURANT		DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 HENRY'S DRIVE-IN RESTAURANT	5812000						
TRANSPORTATION		DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 LAMBEPTON TRAILERS	3715000						
LEASING		DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 TRANS-AGRI LEASING	7394000						

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*****
IC INDUSTRIES INC      * TOTAL SALES      1505.0 MIL$ U.S./TOTAL SALES      97.7% PROFITS/EQUITY      5.2% *
*****                  * TOTAL ASSETS      2243.0 MIL$ FOOD/TOTAL SALES      9.9% PROFITS/ASSETS      4.5% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING  10.3 MIL$ U.S. FOOD/U.S. SALES      10.1% ADVERTISING/SALES      .7% *
*****                  * MEDIA ADVERTISING  9.3 MIL$ U.S./TOTAL PROFITS      80.4% R&D/SALES      .5% *
*****

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COMMERCIAL PRODUCTS		DIVISION SALES	35.9%	DIVISION PROFITS	84.1%	DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 SAMSON RAILROAD BRAKE SHOES	3321000	4 HANSEN AUTOMOTIVE PARTS		3714100			
2 AMSCO CASTINGS	3369000	5 SIGNAL-STAT AUTOMOTIVE SAFETY DEVICES		3714100			
3 DENISON HYDRAULICS	3511200	6 ABEX AEROSPACE PUMPS		3720170			
CONSUMER PRODUCTS		DIVISION SALES	20.5%	DIVISION PROFITS	34.8%	DIVISION AD/SALES	3.0%
PRODUCT NAME	SIC#	PRODUCT NAME		SIC#			
1 BUBBLE UP CARBONATED SOFT DRINK	2086020	4 ORANGE CRUSH SOFT DRINK		2086020			
2 DADS ROOT BEER	2086020	5 PEPSI-COLA		2086020			
3 DR. PEPPER SOFT DRINK	2086020	6 WELCH'S SPARKLING GRAPE SODA		2086020			

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 VIRGINIA HARDY OVEN SHOPS	5462000	5 SEAY AND THOMAS INC REAL ESTATE SERVICES	6531000
2 ILLINOIS CENTER CORP REAL ESTATE SERVICES	6531000	6 ELMWOOD INDUSTRIAL PARK DEVELOPMENT	6552000
3 LASALLE PROPERTIES INC REAL ESTATE SERVICES	6531000	7 FREEPORT INDUSTRIAL PARK DEVELOPMENT	6552000
4 PHILIPSBORN EQUITIES INC REAL ESTATE SERVICE	6531000	8 GATEWAY INDUSTRIAL CENTER DEVELOPMENT	6552000

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BENJAMIN FRANKLIN SAVINGS ASSN	6120000	4 LINCOLN LIBERTY LIFE INSURANCE	6311000
2 IC LEASING INC FINANCIAL SERVICES	6159000	5 MIDWEST LIFE LIFE INSURANCE	6311000
3 H.F. PHILIPSBORN & CO MORTGAGE BANKING FIRM	6162000		

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHICAGO AND ILLINOIS WESTERN RAILROAD	4011000	2 ILLINOIS CENTRAL GULF RAILROAD	4011000

IDLE WILD FOODS, INC	*	TOTAL SALES	335.0 MILS	U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	9.5%	*	
*****	*	TOTAL ASSETS	46.0 MILS	FOOD/TOTAL ASSETS	100.0%	PROFITS/ASSETS	11.8%	*	
OWNERSHIP: U.S. PUBLIC CORP.	*	TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA	*	
	*	MEDIA ADVERTISING	.0 MILS	U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA	*	

PREPARED FROZEN FOOD INSTITUTIONAL MARKETS DIVISION SALES 3.0%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GRACIOUS DINING FOODS -OTHER INSTITUTIONS	2036000	2 NUTRITIONAL CARE DIETARY FOODS -HOSPITALS	2036000

TRUCKING	DIVISION SALES	1.3%	DIVISION PROFITS	NA	DIVISION AD/SALES	.0%
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CARCASS BEEF DIVISION SALES 71.0%, DIVISION PROFITS NA . DIVISION AD/SALES .0%

PRIMAL & SU3-PRIMAL CUTS	DIVISION SALES	21.4%	DIVISION PROFITS	NA	DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BIG 1 BOXED BEEF	2011117		

BEEF BY-PRODUCTS	DIVISION SALES	7.4%	DIVISION PROFITS	NA	DIVISION AD/SALES	.0%
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TOBACCO DIVISION SALES 50.5%, DIVISION PROFITS 80.1%, DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DU MAURIER CIGARETTE	2111000	6 PLAYERS FILTER CIGARETTES	2111C10
2 CAMEO CIGARETTE	2111010	7 TURRET CIGARETTES	2111010
3 CAMEO EXTRA MILD CIGARETTE	2111010	8 COLTS MILD CIGAR	2121013
4 MATINEE SPECIAL FILTER CIGARETTE	2111010	9 PETER JACKSON CLASSIC WOMENS GOLF TOURNAMENT	7999C00
5 PETER JACKSON CIGARETTE	2111010	10 DU MAURIER COUNCIL FOR THE PERFORMING ARTS	8411000

FOODS	DIVISION SALES	32.9%	DIVISION PROFITS	9.9%	DIVISION AD/SALES	1.6%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TAILLEFERS HAM	2013631	11 PROGRESSO ROCK LOBSTER SPAGHETTI SAUCE	2033613
2 TAILLEFERS BACON	2013641	12 PROGRESSO SAUCES	2033613
3 TAILLEFERS BOLOGNA	2013735	13 PROGRESSO SEA FOOD SAUCES	2033613
4 TAILLEFERS LUNCHEON MEATS	2013735	14 LONEYS SOUP BASES	2034211
5 TAILLEFERS SAUSAGE	2013735	15 VIAUS BISCUIT	2052198
6 TAILLEFERS PATES	2013791	16 VIAUS MELBA TOAST	2052198
7 S & W FINE FOODS	2030000	17 POCKET COFFEE CANDY	2065200
8 PROGRESSO CANNED SOUPS	2032271	18 TIC TAC MINTS	2065200
9 S & W CANNED CHILI MAKINS	2032386	19 UNICO VEGETABLE OIL	2079100
10 PROGRESSO MULTI-PRODUCT ADVERTISING	2033600	20 PINATA MEXICAN SNACK FOOD	2099200

ASSOCIATED PRODUCTS DIVISION SALES 16.5%, DIVISION PROFITS 10.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TOP DRUG MARTS	5912000	6 TINDER BOX INTERNATIONAL SMOKE SHOPS	5993000
2 ARLINGTON SPORTS SPORTING GOODS STORES	5941000	7 TURNPIKE CIGAR STORES	5993000
3 COLLEGIATE SPORTS SPORTING GOODS STORES	5941000	8 UNITED CIGAR STORES	5993000
4 PICCADILLY PALACE GIFT SHOPS	5947000	9 EDITEL EQUIPMENT RENTAL AND VIDEO-TAPE EDITI	7394000
5 AMCO VENDING SERVICES	5962000		

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*****
IMPERIAL GROUP LIMITED      * TOTAL SALES      3435.0 MIL$ U.S./TOTAL SALES      6.9% PROFITS/EQUITY      7.5% *
*****                    * TOTAL ASSETS      2541.0 MIL$ FOOD/TOTAL SALES      90.0% PROFITS/ASSETS      6.0% *
*****                    * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
OWNERSHIP: UNITED KINGDOM  * MEDIA ADVERTISING      .7 MIL$ U.S./TOTAL PROFITS      NA R&D/SALES      NA *
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TOBACCO TOBACCO DIVISION SALES 48.0%, DIVISION PROFITS 57.5%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 EMBASSY REGAL CIGARETTES	2111000	5 LAMBERT & BUTLER INTERNATIONAL CIGARETTES	2111010
2 PLAYERS NO. 10 CIGARETTES	2111000	6 SLIM KINGS FILTER CIGARETTES	2111016
3 PLAYERS NO. 6 CIGARETTES	2111000	7 WILLS GOLDEN VIRGINIA TOBACCO	2131007
4 EMBASSY FILTER CIGARETTES	2111010		

FOOD USA DIVISION SALES 26.0%, DIVISION PROFITS 14.6%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LEA & PERRINS CHICKEN SECRET COOKING SAUCE	2035351	2 LEA & PERRINS WORCESTERSHIRE SAUCE	2035351

PAPER,BOARD,PACKAGINGNAND PLASTICS ABROAD DIVISION SALES 5.2%, DIVISION PROFITS 5.1%, DIVISION AD/SALES .0%

DISTRIBUTIVE TRADE ABROAD DIVISION SALES 4.9%, DIVISION PROFITS 1.9%, DIVISION AD/SALES .0%

BREWERY ABROAD DIVISION SALES 12.1%, DIVISION PROFITS 21.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 JOHN COURAGE BEER	2082114	3 ANCHOR HOTELS & TAVERNS	7011000
2 COLT 45 MALT LIQUOR	2082451		

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*****
IMPERIAL SUGAR COMPANY      * TOTAL SALES      183.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      17.3% *
*****                    * TOTAL ASSETS      27.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      15.0% *
*****                    * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
OWNERSHIP: U.S. PUBLIC CORP. * MEDIA ADVERTISING      .2 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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IMPERIAL SUGAR COMPANY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MOLASSES PROTEIN SUPPLEMENT	2042000	2 IMPERIAL SUGAR	2062011

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*****
INTERNATIONAL MULTIFOODS CORPORATION * TOTAL SALES      901.0 MIL$ U.S./TOTAL SALES      63.0% PROFITS/EQUITY      12.2% *
*****                    * TOTAL ASSETS      300.0 MIL$ FOOD/TOTAL SALES      75.0% PROFITS/ASSETS      6.0% *
*****                    * TOTAL ADVERTISING      11.0 MIL$ U.S. FOOD/U.S. SALES      71.4% ADVERTISING/SALES      1.4% *
OWNERSHIP: U.S. PUBLIC CORP. * MEDIA ADVERTISING      1.9 MIL$ U.S./TOTAL PROFITS      44.5% R&D/SALES      .2% *
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AWAY-FROM-HOME EATING DIVISION SALES 1.9%, DIVISION PROFITS 54.2%, DIVISION AD/SALES 1.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MISTLE DONUT SHOPS	5812000	4 T BUTCHERBLOCK RESTAURANTS	5812000
2 SCANDIA HOUSE RESTAURANTS	5812000	5 THE BOSTON SEA PARTY RESTAURANT	5812000
3 SVEDEN HOUSE SMOGASBORD	5812000		

INTERNATIONAL MULTIFOODS CORPORATION (CONTINUED)

CONSUMER DIVISION SALES 26.5%, DIVISION PROFITS 23.9%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DELI GOURMET SPECIALTY MEAT PRODUCTS	2013000	12 SUN COUNTRY GRANOLA CEREALS	2043010
2 REUBEN SPECIALTY MEAT PRODUCTS	2013000	13 BUNDT CAKE MIXES	2045553
3 KAUKAUNA KLUB CHEESE	2022000	14 VELVET CAKE MIXES	2045553
4 BRICK'S PICKLES AND RELISHES	2035200	15 BRODIE FLOUR MIXES	2045568
5 ROSE PICKLES AND RELISHES	2035200	16 MILFORD WILD BIRD FOOD	2047251
6 WOODMAN'S HORSERADISH	2035351	17 SHERWOOD FOREST WILD BIRD FOOD	2047251
7 COURSH FROZEN FOODS	2036200	18 KING TABLE SYRUP	2099310
8 GUSTO FROZEN FOODS	2036200	19 TURNER FRAMED PICTURES AND MIRRORS	2499100
9 ROBIN HOOD FLOUR	2041121	20 FREEMAN-MCFARLIN POTTERIES	3269000
10 KRETSCHMERS WHEAT GERM	2041217	21 NADLER LIGHTING	3645000
11 JUANA PRE-COOKED CORN FLOUR	2041398	22 HICKORY FARMS CHEESE SHOPS	5451000

INDUSTRIAL DIVISION SALES 53.7%, DIVISION PROFITS 22.0%, DIVISION AD/SALES .0%

AGRICULTURE DIVISION SALES 17.6%, DIVISION PROFITS 1.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LINKS CORN AND SORGHUM SEEDS	0181000	4 OSBORN ANIMAL HEALTH PRODUCTS	2834900
2 SUPERSWEET FEEDS	2048000	5 TEVCO ANIMAL HEALTH PRODUCTS	2834900
3 AGRIPHARM ANIMAL HEALTH PRODUCTS	2834900		

 INTERNATIONAL TELEPHONE AND TELEGRAPH CORP.* TOTAL SALES 13967.0 MIL\$ U.S./TOTAL SALES 48.7% PROFITS/EQUITY 9.4% *
 ***** TOTAL ASSETS 10408.0 MIL\$ FOOD/TOTAL SALES 10.1% PROFITS/ASSETS 6.7% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 107.8 MIL\$ U.S. FOOD/U.S. SALES 19.0% ADVERTISING/SALES .8% *
 * MEDIA ADVERTISING 32.4 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES 3.5% *

TELECOMMUNICATIONS DIVISION SALES 25.9%, DIVISION PROFITS 46.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ITT TELECOMMUNICATIONS	3660000	3 ITT JABSCO MARINE EQUIPMENT	3662400
2 DECCA MARINE RADIOTELEPHONE	3662400	4 DECCA MARINE PADAR	3662500

NATURAL RESOURCES DIVISION SALES 4.6%, DIVISION PROFITS 14.0%, DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SCOTT FARM SEED CO SEED	0181000	5 SCOTTS TURF BUILDER	2870000
2 PRIMA CRIMPED RAYON	2221100	6 SCOTTS PLUS 2 WEED KILLER & TURF BUILDER	2874300
3 SCOTTS FERTILIZERS	2870000	7 SCOTTS PEST CONTROLS	2879100
4 SCOTTS LAWN PRODUCTS	2870000	8 PGS SILICA	3295084

INDUSTRIAL PRODUCTS DIVISION SALES 16.7%, DIVISION PROFITS 14.0%, DIVISION AD/SALES .0%

FOOD PRODUCTS DIVISION SALES 10.2%, DIVISION PROFITS 4.7%, DIVISION AD/SALES 1.4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GWALTNEY SMITHFIELD HAM	2013631	5 GWALTNEY SAUSAGE	2013711
2 GWALTNEY SMITHFIELD BACON	2013641	6 GWALTNEY SMITHFIELD SAUSAGE	2013711
3 WILLIAMSBURG BACON	2013641	7 WILLIAMSBURG SAUSAGE	2013711
4 GWALTNEY MEAT PRODUCTS	2013700	8 GWALTNEY SMITHFIELD FRANKS	2013721

INTERNATIONAL TELEPHONE AND TELEGRAPH CORP (CONTINUED)

9 Gwaltney Luncheon Meats	2013735	20 PROCLAIM BREAD	2051111
10 MORTON FROZEN FOODS	2038000	21 WONDER BREAD	2051111
11 MORTON FROZEN PIES	2038111	22 WONDER ENGLISH MUFFINS	2051239
12 MORTON FROZEN DANISH ROLLS	2038115	23 HOSTESS BAKED GOODS	2051411
13 MORTON FROZEN DONUTS	2038115	24 HOSTESS CAKES	2051411
14 MORTON FROZEN MUFFIN ROUNDS	2038115	25 MORTONS BREAKFAST CAKES & BUNS	2051411
15 MORTON FROZEN DINNERS	2038225	26 HOSTESS FRUIT PIES	2051511
16 WONDER MULTI-PRODUCT ADVERTISING	2051000	27 TOWN TALK BAKERY PRODUCTS	2051511
17 BRAUNS BREAD	2051111	28 WONDER POTATO CHIPS	2099212
18 HOME PRIDE BAKERY PRODUCTS	2051111	29 WONDER-HOSTESS BAKERY SHOPS	5462000
19 HOME PRIDE BREAD	2051111		

AUTOMOTIVE AND CONSUMER PRODUCTS DIVISION SALES 11.2%, DIVISION PROFITS 3.0%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 AUTOWISE AUTO PARTS	3714100	4 AVIS RENT-A-CAR SYSTEM	7512000
2 KONI SHOCK ABSORBERS	3714161	5 AVIS TRUCK LEASING	7513000
3 ITT MAGICFLASH ELECTRONIC FLASH	3861142		

HOTELS AND BUSINESS SERVICE DIVISION SALES 8.7%, DIVISION PROFITS -6.0%, DIVISION AD/SALES .4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LEVITT & SONS INC BUILDERS	1520000	11 SHERATON HOTELS IN MEXICO & THE CARIBBEAN	7011000
2 AUDEL BOOKS	2731000	12 SHERATON HOTELS & MOTOR INNS	7011000
3 BOBBS-MERRILL PUBLISHERS	2731000	13 SHERATON INNS	7011000
4 ITT COFFEE SERVICE	5963000	14 SHERATON OLYMPIC VILLAS ORLANDO	7011000
5 ITT COMMUNITY DEVELOPMENT CORP PEAL ESTATE	6552000	15 SHERATON-CONESTOGA VILLAGE LANCASTER	7011000
6 COPLEY PLAZA HOTEL BOSTON	7011000	16 COLUMBUS BUSINESS UNIVERSITY RESIDENTIAL	8241000
7 ROYAL BISCAYNE HOTEL KEY BISCAYNE	7011000	17 ITT EDUCATIONAL SERVICES HOME STUDY OR RESID	8241000
8 SHERATON HOTELS	7011000	18 TAYLOR BUSINESS INSTITUTE RESIDENTIAL	8241000
9 SHERATON HOTELS IN HAWAII	7011000	19 SPEEDWRITING INSTITUTE CORRESPONDENCE OR RES	8244000
10 SHERATON HOTELS IN LATIN AMERICA	7011000		

DEFENSE AND SPACE DIVISION SALES 4.0%, DIVISION PROFITS 2.0%, DIVISION AD/SALES .0%

HARTFORD CASUALTY AND LIFE DIVISION SALES 14.0%, DIVISION PROFITS 21.0%, DIVISION AD/SALES .0%

OTHER INSURANCE AND FINANCE DIVISION SALES 4.6%, DIVISION PROFITS 2.0%, DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ITT THGRP CORP GENERAL PROMOTION	6200000	4 HARTFORD AUTO INSURANCE	6331000
2 HARTFORD INSURANCE GROUP GENERAL PROMOTION	6300000	5 HARTFORD BUSINESS INSURANCE	6331000
3 HARTFORD LIFE INSURANCE	6311000	6 HARTFORD HOMEOWNERS INSURANCE	6331000

 INTERSTATE BRANDS CORPORATION * TOTAL SALES 422.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 11.7% *

 * TOTAL ASSETS 111.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 7.5% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 7.9 MIL\$ U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES 1.9% *
 * MEDIA ADVERTISING 4.1 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

INTERSTATE BRANDS CORPORATION DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 1.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 IDEAL BAKERY PRODUCTS	2051000	2 NOLDES BAKERY PRODUCTS	2051000

INTERSTATE BRANDS CORPORATION (CONTINUED)

3 SCHMIDT BAKERY PRODUCTS	2051000	12 IDEAL BREAD	2051111
4 BETTER WAY BREAD	2051111	13 LIGHT WHEAT BREAD	2051111
5 BLUE PIGEON BREAD	2051111	14 MILLBROOK BREAD	2051111
6 BLUE SEAL BREAD	2051111	15 MRS KARLS BREAD	2051111
7 BUTTERNUT BREAD	2051111	16 ROMAN MEAL BREAD	2051111
8 FOUR'S BREAD	2051111	17 SWEETHEART BREAD	2051111
9 HARTS BREAD	2051111	18 WEBERS BREAD	2051111
10 HILLBILLY BREAD	2051111	19 DOLLY MADISON CAKES	2051411
11 HOLLYWOOD BREAD	2051111	20 DOLLY MADISON PIES	2051511

IOWA BEEF PROCESSORS INC	* TOTAL SALES	1805.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	18.3% *
*****	TOTAL ASSETS	230.0 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	10.2% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	NA *
*****	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

IOWA BEEF PROCESSORS INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

IU INTERNATIONAL CORPORATION	* TOTAL SALES	1823.0 MIL\$ U.S./TOTAL SALES	75.2% PROFITS/EQUITY	13.5% *
*****	TOTAL ASSETS	2109.0 MIL\$ FOOD/TOTAL SALES	15.4% PROFITS/ASSETS	7.3% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	4.6 MIL\$ U.S. FOOD/U.S. SALES	20.4% ADVERTISING/SALES	.3% *
*****	* MEDIA ADVERTISING	1.3 MIL\$ U.S./TOTAL PROFITS	47.2% R&D/SALES	NA *

OCEAN SHIPPING DIVISION SALES 9.0%, DIVISION PROFITS 13.0%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 EASTERN STEAMSHIP LINES PASSENGER	4411000	2 GOTAAS-LARSEN OCEAN SHIPPING	4411000

LAND TRANSPORTATION DIVISION SALES 22.0%, DIVISION PROFITS 15.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PACIFIC INTERMOUNTAIN EXPRESS	4213000	2 RYDER TRUCK LINES	4213000

DISTRIBUTION SERVICES DIVISION SALES 28.0%, DIVISION PROFITS 11.0%, DIVISION AD/SALES .0%

UTILITY SERVICES DIVISION SALES 14.0%, DIVISION PROFITS 35.0%, DIVISION AD/SALES .0%

INDUSTRIAL PRODUCTS AND SERVICES DIVISION SALES 10.0%, DIVISION PROFITS 22.0%, DIVISION AD/SALES .0%

AGRIBUSINESS PRODUCTS AND SERVICES (C.BREWE DIVISION SALES 17.0%, DIVISION PROFITS 4.0%, DIVISION AD/SALES .0%

 J LYONS & CO LTD * TOTAL SALES 1252.0 MIL\$ U.S./TOTAL SALES 21.3% PROFITS/EQUITY 4.6% *

 * TOTAL ASSETS 661.0 MIL\$ FOOD/TOTAL SALES 87.2% PROFITS/ASSETS 7.1% *
 OWNERSHIP: UNITED KINGDOM * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 1.0 MIL\$ U.S./TOTAL PROFITS 14.2% R&D/SALES NA *

FOOD PRODUCTS DIVISION SALES 88.0%, DIVISION PROFITS 80.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BECKERS MEATS	2011000	8 MARTINSON MR.AUTOMATIC COFFEE	2095115
2 KEYBIER OF LYONS MEATS	2011000	9 MARTINSON REGULAR COFFEE	2095115
3 LYONS MAID ICE CREAM	2024013	10 SOL CAFE COFFEE	2095115
4 99 CEREAL PRODUCTS	2043010	11 TETLEY REGULAR TEA	2099582
5 98 CAKES AND BISCUITS	2051411	12 TETLEY ICED TEA MIS	2099583
6 LYONS SOFT DRINKS	2086020	13 BASKIN-ROBBINS ICE CREAM STORES	5812000
7 BUSTELO COFFEE	2095115		

HOTELS AND CATERING DIVISION SALES 3.0%, DIVISION PROFITS -3.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LONDON STEAK HOUSES	5812000	5 COMMODORE HOTEL	7011000
2 WIMPY CATERERS	5812000	6 ROYAL HIBERNIAN	7011000
3 ALPHA HOTEL	7011000	7 TOWER HOTEL	7011000
4 BIRMINGHAM ALBANY HOTEL	7011000		

PROPERTY DIVISION SALES 1.0%, DIVISION PROFITS 16.1%, DIVISION AD/SALES .0%

NON-FOOD DIVISION SALES 3.0%, DIVISION PROFITS .0%, DIVISION AD/SALES .0%

 J R SIMPLOT * TOTAL SALES 347.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *

 * TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 0.0 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

FOOD DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

LAND & LIVESTOCK DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

MINERALS & CHEMICALS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

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*****
J D JEWELL          * TOTAL SALES          157.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
*****              * TOTAL ASSETS          NA FOOD/TOTAL SALES          100.0% PROFITS/ASSETS      NA *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING      NA U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
                          * MEDIA ADVERTISING    .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES          NA *
*****

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J.D. JEWELL DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

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*****
JEWEL COMPANIES INC * TOTAL SALES          2918.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      9.5% *
*****              * TOTAL ASSETS          770.0 MIL$ FOOD/TOTAL SALES          9.0% PROFITS/ASSETS      5.1% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING      33.7 MIL$ U.S. FOOD/U.S. SALES      9.0% ADVERTISING/SALES      1.2% *
                          * MEDIA ADVERTISING    3.1 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES          NA *
*****

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SUPERMARKETS DIVISION SALES 73.3%, DIVISION PROFITS 59.3%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BUTTREY FOOD STORES	5411000	3 JEWEL FOOD STORES GENERAL PROMOTION	5411000
2 EISNER FOOD STORES	5411000	4 STAR MARKETS	5462000

GENERAL MERCHANDISE STORES DIVISION SALES 20.1%, DIVISION PROFITS 30.9%, DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 REPUBLIC LUMBER HOME IMPROVEMENT CENTERS	5211000	3 OSCO DRUG STORES	5912000
2 TURN*STYLE SELF SERVICE DEPARTMENT STORES	5311000		

OTHER SALES AND REVENUES DIVISION SALES 6.6%, DIVISION PROFITS 9.8%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PARK PRODUCTS	2000000	3 WHITE HEN PANTRY STORES	5411000
2 BRIGHAMS ICE CREAM	2024013	4 MEURER BAKERIES	5462000

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*****
JOS SCHLITZ BREWING COMPANY * TOTAL SALES          923.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      9.4% *
*****              * TOTAL ASSETS          670.0 MIL$ FOOD/TOTAL SALES          98.1% PROFITS/ASSETS      8.0% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING      33.5 MIL$ U.S. FOOD/U.S. SALES      98.1% ADVERTISING/SALES      3.6% *
                          * MEDIA ADVERTISING    26.5 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES          .2% *
*****

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BREWING DIVISION SALES 96.5%, DIVISION PROFITS 96.5%, DIVISION AD/SALES 3.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 OLD MILWAUKEE BEER	2082114	4 SCHLITZ LIGHT BEER	2082114
2 PRIMO BEER	2082114	5 SCHLITZ MALT LIQUOR	2082451
3 SCHLITZ BEER	2082114		

NON-BREWING OPERATIONS DIVISION SALES 3.5%, DIVISION PROFITS 3.5%, DIVISION AD/SALES .3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 VOLTAIRE WINES	2084000	3 SUMMIT WINES	2084010
2 GEYSER PEAK WINES	2084010		

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*****
KANE-MILLER CORP          * TOTAL SALES      659.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      13.1% *
*****                  * TOTAL ASSETS      176.0 MIL$ FOOD/TOTAL SALES      94.1% PROFITS/ASSETS      8.2% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING    NA      U.S. FOOD/U.S. SALES      94.1% ADVERTISING/SALES      NA *
                          * MEDIA ADVERTISING    .0 MIL$ U.S./TOTAL PROFITS      NA R&D/SALES      NA *
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MEATS                      DIVISION SALES      60.0%, DIVISION PROFITS      45.9%, DIVISION AD/SALES      .0%

  PRODUCT NAME              SIC#              PRODUCT NAME              SIC#
  1 CAROLINA PRIDE MEATS    2013700        3 LUMBERJACK MEATS        2013700
  2 FLAVOR PALS MEATS      2013700        4 SHOPGOOD CHICKEN FRANKS 2013721

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OILS                      DIVISION SALES      5.2%, DIVISION PROFITS      NA , DIVISION AD/SALES      .0%

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  PRODUCT NAME              SIC#              PRODUCT NAME              SIC#
  1 SUNNYLAND MARGARINE    2079201

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BAKING                   DIVISION SALES      2.4%, DIVISION PROFITS      NA , DIVISION AD/SALES      .0%

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CHEESE                  DIVISION SALES      2.6%, DIVISION PROFITS      NA , DIVISION AD/SALES      .0%

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SALADS                  DIVISION SALES      2.4%, DIVISION PROFITS      NA , DIVISION AD/SALES      .0%

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VEGETABLE CANNING       DIVISION SALES      1.0%, DIVISION PROFITS      NA , DIVISION AD/SALES      .0%

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WINE                    DIVISION SALES      .5%, DIVISION PROFITS      NA , DIVISION AD/SALES      .4%

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  PRODUCT NAME              SIC#              PRODUCT NAME              SIC#
  1 KING COTTON WINE      2084000

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FOOD ECOLOGY GROUP      DIVISION SALES      12.0%, DIVISION PROFITS      35.4%, DIVISION AD/SALES      .0%

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DISTRIBUTION            DIVISION SALES      5.9%, DIVISION PROFITS      NA , DIVISION AD/SALES      .0%

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*****
KELLOGG COMPANY          * TOTAL SALES      1214.0 MIL$ U.S./TOTAL SALES      63.0% PROFITS/EQUITY      25.0% *
*****                  * TOTAL ASSETS      680.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      16.0% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING    77.8 MIL$ U.S. FOOD/U.S. SALES      93.5% ADVERTISING/SALES      6.4% *
                          * MEDIA ADVERTISING    49.4 MIL$ U.S./TOTAL PROFITS      89.9% R&D/SALES      .4% *
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USA                      DIVISION SALES      76.4%, DIVISION PROFITS      89.9%, DIVISION AD/SALES      5.3%

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  PRODUCT NAME              SIC#              PRODUCT NAME              SIC#
  1 LE GOUT CONDENSED SOUPS 2032271        8 KELLOGG'S APPLE JACKS CEREAL 2043010
  2 SHARRIFF POTATO FLAKES  2034131        9 KELLOGG'S CEREALS            2043010
  3 LE GOUT SOUP BASES     2034211        10 KELLOGG'S COCOA KRISPIES    2043010
  4 LE GOUT CANNED GRAVIES & SAUCES 2035351        11 KELLOGG'S COUNTRY MORNING ALL NATURAL CEREAL 2043010
  5 EGGO FROZEN FRENCH TOAST 2036115        12 KELLOGG'S FROOT LOOPS       2043010
  6 EGGO FROZEN WAFFLES     2036115        13 KELLOGG'S LOVIN SPOONFULS CEREAL 2043010
  7 KELLOGG'S FROZEN EGG POLL SNACKS 2036115        14 KELLOGG'S PRODUCT 19 CEREAL 2043010

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15 KELLOGG'S SNACK PACK	2043010	31 KELLOGG'S 47% BRAN FLAKES	2043012
16 KELLOGG'S SPECIAL K	2043010	32 KELLOGG'S CATNUT BARS	2043015
17 KELLOGG'S SUGAR FROSTED FLAKES	2043010	33 KELLOGG'S FROSTED RICE	2043017
18 KELLOGG'S SUGAR POPS	2043010	34 KELLOGG'S RICE KRISPIES	2043017
19 KELLOGG'S SUGAR SMACKS	2043010	35 KELLOGG'S STUFFING	2051241
20 KELLOGG'S VARIETY PACK	2043010	36 KELLOGG'S POP-TARTS	2052221
21 KELLOGG'S CORN FLAKE CRUMBS & KIRKMAN SOY S	2043011	37 SALADA FUDGE MIX	2060871
22 KELLOGG'S CORN FLAKE CRUMBS & WISH-BONE SALA	2043011	38 SALADA DRINK MIXES	2087430
23 KELLOGG'S CORN FLAKE CRUMBS, DOLE BAN, BORDEN	2043011	39 LE GOUT GELATIN DESSERTS	2094153
24 KELLOGG'S CORN FLAKES	2043011	40 LE GOUT PUDDINGS & PIE FILLINGS	2099193
25 KELLOGG'S CORNY-SNAPS CEREAL	2043011	41 SALADA MULTIPRODUCT ADVERTISING	2099580
26 KELLOGG'S FROSTED FLAKES	2043011	42 SALADA REGULAR TEA	2099582
27 KELLOGG'S ALL BRAN & BRAN BUDS	2043012	43 SALADA ICED TEA MIX	2099583
28 KELLOGG'S BUCKWHEATS CEREAL	2043012	44 NEOCITRAN COLD MEDICINE	2834400
29 KELLOGG'S FROSTED MINI-WHEATS	2043012	45 NEOCITRAN COLD MEDICINE CHILDREN	2834400
30 KELLOGG'S RAISIN BRAN	2043012		

ELSEWHERE DIVISION SALES 23.6%, DIVISION PROFITS 10.1%, DIVISION AD/SALES .0%

KNUDSEN CORPORATION	*	TOTAL SALES	288.7 MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	10.3%	*		

	*	TOTAL ASSETS	87.7 MIL\$ FOOD/TOTAL SALES	92.0%	PROFITS/ASSETS	7.6%	*		
OWNERSHIP: U.S. PUBLIC CORP.	*	TOTAL ADVERTISING	1.9 MIL\$ U.S. FOOD/U.S. SALES	92.0%	ADVERTISING/SALES	.7%	*		
	*	MEDIA ADVERTISING	1.4 MIL\$ U.S./TOTAL PROFITS	100.0%	R&D/SALES	.0%	*		

DAIRY PRODUCTS DIVISION			DIVISION SALES	NA	, DIVISION PROFITS	NA	, DIVISION AD/SALES	NA
PRODUCT NAME			SIC#	PRODUCT NAME			SIC#	
1	DAIRY FRESH DAIRY PRODUCTS		2020000	6	KNUDSEN SOUR CREAM & DROMEDARY CAKE MIX		2026245	
2	KNUDSEN DAIRY PRODUCTS		2020000	7	KNUDSEN HALF AND HALF		2026252	
3	KNUDSEN ICE CREAM		2024013	8	KNUDSEN COTTAGE CHEESE		2026313	
4	KNUDSEN SHERBET		2024095	9	KNUDSEN BUTTERMILK		2026433	
5	KNUDSEN MILK		2026200	10	KNUDSEN YOGURT		2026433	

FOOD PRODUCTS DIVISION		DIVISION SALES	NA , DIVISION PROFITS	NA , DIVISION AD/SALES	NA
	PRODUCT NAME	SIC#		PRODUCT NAME	SIC#
1	KNUDSEN CREAM CHEESE	2022101		4 KNUDSEN CHEESECAKE DESSERT	2099193
2	KNUDSEN DIPS	2026245		5 KNUDSEN PUDDINGS	2099193
3	KNUDSEN WHIPPED CREAM TOPPING	2026263		6 KNUDSEN SALADS	2099963

AGRICULTURAL MANAGEMENT DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

NATIONAL FAST FOODS	DIVISION SALES	NA	DIVISION PROFITS	NA	DIVISION AD/SALES	NA
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*****
KRAFTCO CORPORATION          * TOTAL SALES      4857.0 MIL$ U.S./TOTAL SALES      80.9% PROFITS/EQUITY      14.9% *
*****                      * TOTAL ASSETS      1667.0 MIL$ FOOD/TOTAL SALES      97.7% PROFITS/ASSETS      10.0% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING  93.3 MIL$ U.S. FOOD/U.S. SALES      80.6% ADVERTISING/SALES      1.9% *
*****                      * MEDIA ADVERTISING  57.1 MIL$ U.S./TOTAL PROFITS      NA R&D/SALES                .2% *
*****

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MANUFACTURED DAIRY PRODUCTS DIVISION SALES 41.3%, DIVISION PROFITS NA , DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SEALTEST DAIRY PRODUCTS	2020000	16 TRANCHETTES CHEESE	2022211
2 STAY'N SHAPE DAIRY PRODUCTS	2020000	17 ZIZ CHEESE	2022211
3 SUGAR CREEK DAIRY PRODUCTS	2020000	18 DAIRYLEA CHEESE SPREAD	2022215
4 SWISS PARFAIT DAIRY PRODUCTS	2020000	19 KRAFT CHEEZ WHIZ	2022215
5 VOLVET BUTTER	2021015	20 GOLDEN IMAGE IMITATION COLBY CHEESE	2022219
6 KRAFT CHEESE	2022101	21 PHILADELPHIA IMITATION CREAM CHEESE	2022219
7 KRAFT CRACKER BARREL CHEESE	2022101	22 BREAKSTONE SOUR CREAM	2026245
8 KRAFT GRATED CHEESE	2022101	23 BREAKSTONE COTTAGE CHEESE	2026313
9 PHILADELPHIA CREAM CHEESE	2022101	24 SEALTEST COTTAGE CHEESE	2026313
10 CASINNO CHEESE	2022210	25 SEALTEST LIGHT N LIVELY COTTAGE CHEESE	2026313
11 BLEUETTE CHEESE	2022211	26 BREAKSTONE YOGURT	2026433
12 KRAFT VELVEETA CHEESE	2022211	27 BREYERS YOGURT	2026433
13 LA SANTE CHEESE	2022211	28 SEALTEST LIGHT N LIVELY YOGURT	2026433
14 SOTTILETTE CHEESE	2022211	29 SEALTEST YOGURT	2026433
15 TOASTREAT FLAVORED PROCESS CHEESE	2022211		

PROCESSED FOOD PRODUCTS DIVISION SALES 39.7%, DIVISION PROFITS NA , DIVISION AD/SALES 1.9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 KRAFT FOODS DIVISION GENERAL PROMOTION	2000000	22 KRAFT FROZEN CASSEROLES	2038225
2 KRAFT READY DIPS	2026245	23 KRAFT PIZZA MIX	2045568
3 SEALTEST FRUIT JUICES	2033400	24 KRAFT CANDIES	2065300
4 KRAFT BARBECUE SAUCE	2033681	25 KRAFT MARSHMALLOW	2065300
5 KRAFT BARBECUE SAUCE MIX	2033681	26 KRAFT MARSHMALLOW CREME	2065300
6 KRAFT BARBECUE SAUCE & DOLE CANNED PINEAPPLE	2033681	27 KRAFT WRAPPLES CARAMEL SLICES	2065400
7 KRAFT JELLIES & PRESERVES	2033800	28 HUMKO OILS	2079100
8 KRAFT GRAVY MIXES	2034139	29 KRAFT SAFFLOWER OIL	2079112
9 KRAFT GREAT BEGINNINGS SALAD DRESSING MIX	2034139	30 KRAFT MIRACLE REGULAR MARGARINE	2079201
10 BREAKSTONE SALAD DRESSINGS	2035411	31 KRAFT MIRACLE WHIPPED MARGARINE	2079201
11 KRAFT MIRACLE WHIP SALAD DRESSING	2035411	32 KRAFT PARKAY MARGARINES	2079201
12 KRAFT SALAD DRESSINGS	2035411	33 KRAFT PARKAY REGULAR MARGARINE	2079201
13 KRAFT THOUSAND ISLAND	2035411	34 KRAFT PARKAY SQUEEZE LIQUID MARGARINE	2079201
14 KRAFT IMITATION MAYONNAISE	2035423	35 KRAFT SOFT PARKAY MARGARINE	2079201
15 KRAFT MAYONNAISE	2035423	36 KRAFT ITALIAN STYLE SPAGHETTI DINNER	2098011
16 KRAFT MIRACLE WHIP	2035429	37 KRAFT DINNERS	2098099
17 KRAFT MIRACLE WHIP & BLUE DIAMOND ALMONDS	2035429	38 KRAFT MACARONI & CHEESE DELUXE DINNER	2098099
18 KRAFT MIRACLE WHIP & DOLE BANANAS & PINEAPPLE	2035429	39 MIRACOLI MACARONI DINNER	2098099
19 KRAFT SANDWICH SPREAD	2035429	40 KRAFT SEASONING MIXES	2099930
20 KRAFT LOW CALORIE SALAD DRESSINGS	2035439	41 KRAFT KOOGLER FLAVORED PEANUT SPREAD	2099944
21 KRAFT CHEFS SURPRISE ONE PAN MEALS	2038225	42 KRAFT PEANUT BUTTER	2099944

FLUID MILK PRODUCTS DIVISION SALES 9.4%, DIVISION PROFITS NA , DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SEALTEST LIGHT N LIVELY MULTI PRODUCT ADVERT	2020000	3 SEALTEST LIGHT N LIVELY MILK	2026200
2 KRAFT MILK	2026200	4 SEALTEST MILK	2026200

ICE CREAM AND FROZEN DESERTS

DIVISION SALES

5.2%, DIVISION PROFITS

NA , DIVISION AD/SALES

1.2%

PRODUCT NAME
1 CASINO CHEESE
2 BLYERS ICE CREAM
3 KRAFT ICE CREAM
4 SEALTEST ICE CREAM

SIC#
2022101
2024013
2024013
2024013

PRODUCT NAME
5 SUGAR CREEK ICE CREAM
6 TEMP-TEE ICE CREAM
7 SEALTEST LIGHT N LIVELY ICE MILK

SIC#
2024013
2024013
2024097

OTHER PRODUCTS

DIVISION SALES

3.8%, DIVISION PROFITS

NA , DIVISION AD/SALES

.0%

PRODUCT NAME
1 HUMKO ACIDS
2 CHILTON ELECTRIC FRY PAN

SIC#
2892000
3631000

PRODUCT NAME
3 GLOVE COOKING EQUIPMENT

SIC#
3631000

KREY PACKING CO * TOTAL SALES 135.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
***** * TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
* MEDIA ADVERTISING .2 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

KREY PACKING CO

DIVISION SALES

100.0%, DIVISION PROFITS

100.0%, DIVISION AD/SALES

.1%

PRODUCT NAME
1 KREY MEAT PRODUCTS

SIC#
2013000

PRODUCT NAME
2 LANDSHIRE FOOD PRODUCTS

SIC#
2099960

KROGER CO * TOTAL SALES 5339.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 8.1% *
***** * TOTAL ASSETS 1085.0 MIL\$ FOOD/TOTAL SALES 16.6% PROFITS/ASSETS 4.3% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 64.3 MIL\$ U.S. FOOD/U.S. SALES 16.6% ADVERTISING/SALES 1.2% *
* MEDIA ADVERTISING 8.2 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

FOOD BUSINESS

DIVISION SALES

91.4%, DIVISION PROFITS

8.5%, DIVISION AD/SALES

.1%

PRODUCT NAME
1 KROGER EGGS
2 MARKET BASKET EGGS
3 KROGER MEAT
4 KROGER HOT DOGS
5 KROGER LUNCHEON MEAT
6 KROGER CANNED MEATS
7 KROGER BUTTER
8 KROGER CHEESE-NATURAL
9 KROGER CHEESE-AMERICAN
10 GOLDEN LOAF CHEESE SPREAD
11 KROGER ICE CREAM
12 FREEZER PLEASER FROZEN NOVELTIES
13 KROGER MILK
14 KROGER COTTAGE CHEESE
15 OLD WORLD YOGURT
16 KROGER SOUPS
17 KROGER CANNED FRUITS
18 KROGER APPLESAUCE
19 KROGER CANNED VEGETABLES
20 KROGER CANNED FRUIT JUICES

SIC#
2052000
2052000
2011000
2013721
2013735
2013819
2021015
2022101
2022211
2022215
2024000
2024097
2026200
2026310
2026433
2032271
2033100
2033171
2033200
2033400

PRODUCT NAME
21 KROGER CONCENTRATED ORANGE JUICE
22 KROGER CANNED TOMATO JUICE
23 KROGER CATSUP
24 KROGER PRESERVES
25 KROGER SAUCE MIXES
26 KROGER PICKLES
27 KROGER MAYONNAISE
28 KROGER FROZEN FRUITS
29 KROGER FROZEN VEGETABLES
30 KROGER FROZEN MEAT PIES
31 KROGER CORN FLAKES
32 KROGER QUICK OATS
33 KROGER INSTANT RICE
34 PET PRIDE CANNED DOG FOOD
35 TRIx CANNED DOG FOOD
36 PET PRIDE DRY DOG FOOD
37 CATS CHOICE CANNED CAT FOOD
38 KROGER WHITE BREAD
39 VILLAGE BAKERY BUCKWHEAT AND HONEY BREAD
40 VILLAGE BAKERY WHOLE WHEAT BREAD

SIC#
2033494
2033515
2033621
2033810
2034139
2035210
2035423
2037100
2037200
2038230
2043011
2043053
2044010
2047120
2047120
2047125
2047140
2051111
2051115
2051115

41	VILLAGE BAKERY CINNAMON AND RAISIN BREAD	2051121
42	VILLAGE BAKERY OATMEAL BREAD	2051129
43	KROGER ROLLS	2051233
44	KROGER ENGLISH MUFFINS	2051234
45	SALAD MAGIC CROUTONS	2051241
46	KROGER HONEY BUNS	2051398
47	KROGER DONUTS	2051711
48	ZIPS CRACKERS	2052198
49	VILLAGE BAKERY COOKIES	2052219
50	KROGER MARSHMALLOW'S	2065300
51	EATMORE MARGARINE	2079201
52	KROGER MARGARINE	2079201
53	BIG K SOFT DRINKS	2086050
54	KROGER DRINK MIX	2087430
55	KROGER TUNA	2091011
56	KROGER COFFEE	2095115
57	SPOTLIGHT GROUND COFFEE	2095115

58	VILLA ROMA NOODLES	2096011
59	COUNTRY OVEN BAR-B-QUE FLAVORED CORN CHIPS	2099261
60	COUNTRY OVEN CORN CHIPS	2099261
61	COUNTRY OVEN CHEESE SNACK CURLS	2099298
62	COUNTRY OVEN CHEEZ-SNAX	2099298
63	KROGER TEA BAGS	2099582
64	KROGER PEANUT BUTTER	2099944
65	HOME PRIDE LAWN AND TRASH BAGS	2643200
66	SWAN SOFT FACIAL TISSUE	2647211
67	FLEECE PAPER TOWELS	2647275
68	MILD WHITE DISHWASHING LIQUID	2841211
69	BRIGHT LAUNDRY DETERGENT	2841220
70	BRIGHT LIQUID BLEACH	2842243
71	KRUGER MATCHES	3999300
72	KROGER CO.FOOD STORES	5411000
73	MARKET BASKET SUPERMARKETS	5411000

PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	GASSEN'S DRUGSTORES	5912000	3	SUPERX DRUGSTORES	5912000
2	SAV-ON DRUGSTORES	5912000			

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TOP VALUE STAMPS	5947000		

L D SCHREIBER CHEESE CO		* TOTAL SALES	195.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	NA *
*****		* TOTAL ASSETS	NA	FOOD/TOTAL SALES	100.0% PROFITS/ASSETS
OWNERSHIP: PRIVATE		* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES
		* MEDIA ADVERTISING	0.7 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

LANCE INC	* TOTAL SALES	141.0 MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY 19.4% *
*****	* TOTAL ASSETS	77.0 MIL\$ FOOD/TOTAL SALES	87.9%	PROFITS/ASSETS 16.0% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	.0 MIL\$ U.S. FOOD/U.S. SALES	87.9%	ADVERTISING/SALES .0% *
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	100.0%	R&D/SALES NA *

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LANCE SNACKS	2052000	7 TOASTY PEANUT BUTTER FILLED CRACKERS	2052135
2 LANCHEE PEANUT BUTTER FILLED CRACKERS	2052135	8 BIG TOWN COOKIE SANDWICHES	2052213
3 MALT PEANUT BUTTER FILLED CRACKERS	2052135	9 CHOC-O-LUNCH COOKIE SANDWICHES	2052213
4 NEROT PEANUT BUTTER FILLED CRACKERS	2052135	10 CHOC-O-MINT COOKIE SANDWICHES	2052213
5 NIP-CHEE CHEESE FILLED CRACKER SANDWICHES	2052135	11 VAN-O-LUNCH COOKIE SANDWICHES	2052213
5 TOASTCHEE PEANUT BUTTER FILLED CRACKERS	2052135	12 GOLD-N-CHEES CHEESE BITS	2099298

BREAD BASKET ITEMS

DIVISION SALES 14.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

OTHER

DIVISION SALES 14.1%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

 LAND O LAKES * TOTAL SALES 1124.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 24.4% *
 ***** TOTAL ASSETS 712.0 MIL\$ FOOD/TOTAL SALES 82.3% PROFITS/ASSETS 13.1% *
 OWNERSHIP: COOP * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 82.3% ADVERTISING/SALES NA *
 ***** MEDIA ADVERTISING 2.1 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

POULTRY PRODUCTS

DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LAND O LAKES POULTRY	206000	4 COUNTRY MORNING POULTRY PRODUCTS	2016310
2 AYK-FRESH POULTRY PRODUCTS	206310	5 SCRAMBLEND EGGS	2017200
3 BREST O'GOLD TURKEYS	206310	6 MOR-WHIP FROZEN EGG WHITES	2017251

DAIRY PRODUCTS

DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DAIRY BELT BUTTER	2021010	34 FLASH CHEESE-AMERICAN	2022210
2 ELLSWORTH BUTTERICH BUTTER	2021010	35 FOUNTAIN CHEESE-AMERICAN	2022210
3 FLASH BUTTER	2021010	36 HILLDALE CHEESE-AMERICAN	2022210
4 FOUNTAIN BUTTER	2021010	37 HOLLYBROOK CHEESE-AMERICAN	2022210
5 HILLDALE BUTTER	2021010	38 INDIAN MAID CHEESE-AMERICAN	2022210
6 HOLLYBROOK BUTTER	2021010	39 KENWOOD CHEESE-AMERICAN	2022210
7 INDIAN MAID BUTTER	2021010	40 LAKESHORE CHEESE-AMERICAN	2022210
8 KENWOOD BUTTER	2021010	41 PACE CHEESE-AMERICAN	2022210
9 LAKESHORE BUTTER	2021010	42 PRAIRIE ROSE CHEESE-AMERICAN	2022210
10 PACE BUTTER	2021010	43 ROSE GROVE CHEESE-AMERICAN	2022210
11 PRAIRIE ROSE BUTTER	2021010	44 TERRACE PARK CHEESE-AMERICAN	2022210
12 ROSE GROVE BUTTER	2021010	45 DAIRY BELT CONDENSED MILK	2023210
13 TERRACE PARK BUTTER	2021010	46 ELLSWORTH BUTTERICH CONDENSED MILK	2023210
14 BUT-R-CUP BUTTER	2021015	47 FLASH CONDENSED MILK	2023210
15 LAND O LAKES BUTTER	2021015	48 FOUNTAIN CONDENSED MILK	2023210
16 LAND O LAKES BUTTER PREMIUM OFFER	2021015	49 HILLDALE CONDENSED MILK	2023210
17 LAND O LAKES BUTTER SWEEPSTAKES	2021015	50 HOLLYBROOK CONDENSED MILK	2023210
18 LAND O LAKES DAIRY PRODUCTS	2021015	51 INDIAN MAID CONDENSED MILK	2023210
19 DAIRY BELT CHEESE-NATURAL	2022101	52 KENWOOD CONDENSED MILK	2023210
20 ELLSWORTH BUTTERICH CHEESE-NATURAL	2022101	53 LAKESHORE CONDENSED MILK	2023210
21 FLASH CHEESE-NATURAL	2022101	54 PACE CONDENSED MILK	2023210
22 FOUNTAIN CHEESE-NATURAL	2022101	55 PRAIRIE ROSE CONDENSED MILK	2023210
23 HILLDALE CHEESE-NATURAL	2022101	56 ROSE GROVE CONDENSED MILK	2023210
24 HOLLYBROOK CHEESE-NATURAL	2022101	57 TERRACE PARK CONDENSED MILK	2023210
25 INDIAN MAID CHEESE-NATURAL	2022101	58 DAIRY BELT ICE CREAM PRODUCTS	2024000
26 KENWOOD CHEESE-NATURAL	2022101	59 ELLSWORTH BUTTERICH ICE CREAM PRODUCTS	2024000
27 LAKESHORE CHEESE-NATURAL	2022101	60 FLASH ICE CREAM PRODUCTS	2024000
28 PACE CHEESE-NATURAL	2022101	61 FOUNTAIN ICE CREAM PRODUCTS	2024000
29 PRAIRIE ROSE CHEESE-NATURAL	2022101	62 HILLDALE ICE CREAM PRODUCTS	2024000
30 ROSE GROVE CHEESE-NATURAL	2022101	63 HOLLYBROOK ICE CREAM PRODUCTS	2024000
31 TERRACE PARK CHEESE-NATURAL	2022101	64 INDIAN MAID ICE CREAM PRODUCTS	2024000
32 DAIRY BELT CHEESE-AMERICAN	2022210	65 KENWOOD ICE CREAM PRODUCTS	2024000
33 ELLSWORTH BUTTERICH CHEESE-AMERICAN	2022210	66 LAKESHORE ICE CREAM PRODUCTS	2024000

67	PACE ICE CREAM PRODUCTS	2024000	98	ROSE GROVE SOUR CREAM	2026245
68	PRAIRIE ROSE ICE CREAM PRODUCTS	2024000	99	TERRACE PARK SOUR CREAM	2026245
69	ROSE GROVE ICE CREAM PRODUCTS	2024000	100	DAIRY BELT COTTAGE CHEESE	2026313
70	TERRACE PARK ICE CREAM PRODUCTS	2024000	101	ELLSWORTH BUTTERICH COTTAGE CHEESE	2026313
71	BRIDGEMAN ICE CREAM	2024013	102	FLASH COTTAGE CHEESE	2026313
72	LAND O LAKES ICE CREAM	2024013	103	FOUNTAIN COTTAGE CHEESE	2026313
73	ARTIC TREATS NOVELTIES	2024097	104	HILLDALE COTTAGE CHEESE	2026313
74	DAIRY BELT MILK CREAM	2026000	105	HOLLYBROOK COTTAGE CHEESE	2026313
75	ELLSWORTH BUTTERICH MILK	2026000	106	INDIAN MAID COTTAGE CHEESE	2026313
76	FLASH MILK	2026000	107	KENWOOD COTTAGE CHEESE	2026313
77	FOUNTAIN MILK	2026000	108	LAKESHORE COTTAGE CHEESE	2026313
78	HILLDALE MILK	2026000	109	LAND O LAKES COTTAGE CHEESE	2026313
79	HOLLYBROOK MILK	2026000	110	PACE COTTAGE CHEESE	2026313
80	INDIAN MAID MILK	2026000	111	PRAIRIE ROSE COTTAGE CHEESE	2026313
81	KENWOOD MILK	2026000	112	ROSE GROVE COTTAGE CHEESE	2026313
82	LAKESHORE MILK	2026000	113	TERRACE PARK COTTAGE CHEESE	2026313
83	PACE MILK	2026000	114	DAIRY BELT YOGURT	2026433
84	PRAIRIE ROSE MILK	2026000	115	ELLSWORTH BUTTERICH YOGURT	2026433
85	ROSE GROVE MILK	2026000	116	FLASH YOGURT	2026433
86	TERRACE PARK MILK	2026000	117	FOUNTAIN YOGURT	2026433
87	LAND O LAKES MILK	2026245	118	HILLDALE YOGURT	2026433
88	ELLSWORTH BUTTERICH SOUR CREAM	2026245	119	HOLLYBROOK YOGURT	2026433
89	FLASH SOUR CREAM	2026245	120	INDIAN MAID YOGURT	2026433
90	FOUNTAIN SOUR CREAM	2026245	121	KENWOOD YOGURT	2026433
91	HILLDALE SOUR CREAM	2026245	122	LAKESHORE YOGURT	2026433
92	HOLLYBROOK SOUR CREAM	2026245	123	PACE YOGURT	2026433
93	INDIAN MAID SOUR CREAM	2026245	124	PRAIRIE ROSE YOGURT	2026433
94	KENWOOD SOUR CREAM	2026245	125	ROSE GROVE YOGURT	2026433
95	LAKESHORE SOUR CREAM	2026245	126	TERRACE PARK YOGURT	2026433
96	PACE SOUR CREAM	2026245	127	AYRSHIRE PUDDINGS	2099193
97	PRAIRIE ROSE SOUR CREAM	2026245			

CROPS	DIVISION SALES	NA , DIVISION PROFITS	NA , DIVISION AD/SALES	NA
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 LAND O LAKES-FELCO CO-UP	0139000	9 KENWOOD MARGARINE	2079201	
2 DAIRY BELT MARGARINE	2079201	10 LAKESHORE MARGARINE	2079201	
3 ELLSWORTH BUTTERICH MARGARINE	2079201	11 LAND O LAKES MARGARINE	2079201	
4 FLASH MARGARINE	2079201	12 PACE MARGARINE	2079201	
5 FOUNTAIN MARGARINE	2079201	13 PRAIRIE ROSE MARGARINE	2079201	
6 HILLDALE MARGARINE	2079201	14 ROSE GROVE MARGARINE	2079201	
7 HOLLYBROOK MARGARINE	2079201	15 TERRACE PARK MARGARINE	2079201	
8 INDIAN MAID MARGARINE	2079201			

LIVESTOCK DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

GENERAL DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA


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LIGGET & MYERS INCORPORATED      * TOTAL SALES      677.7 MIL$ U.S./TOTAL SALES      99.4% PROFITS/EQUITY      9.0% *
***** TOTAL ASSETS      442.7 MIL$ FOOD/TOTAL SALES      77.5% PROFITS/ASSETS      8.0% *
***** * TOTAL ADVERTISING      55.1 MIL$ U.S. FOOD/U.S. SALES      78.0% ADVERTISING/SALES      8.1% *
OWNERSHIP: U.S. PUBLIC CORP.    * MEDIA ADVERTISING      51.4 MIL$ U.S./TOTAL PROFITS      89.0% R&D/SALES      .5% *
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TOBACCO PRODUCTS DIVISION SALES 43.2%, DIVISION PROFITS 41.5%, DIVISION AD/SALES 8.2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FATIMA TOBACCO PRODUCTS	2110000	25 EDGEWORTH READY-RUBBED SMOKING TOBACCO	2131007
2 HOME RUN TOBACCO PRODUCTS	2110000	26 GRANGER SMOKING TOBACCO	2131007
3 PICAYUNE TOBACCO PRODUCTS	2110000	27 HOLIDAY SMOKING TOBACCO	2131007
4 PIEDMONT TOBACCO PRODUCTS	2110000	28 JOHN ROLFE SMOKING TOBACCO	2131007
5 LIGGET & MYERS MULTI-PRODUCT ADV	2110000	29 KING BEE SMOKING TOBACCO	2131007
6 CHESTERFIELD FILTER CIGARETTES	2111010	30 MASTERPIECE SMOKING TOBACCO	2131007
7 EAGLE 20'S CIGARETTES	2111010	31 PLOW BOY SMOKING TOBACCO	2131007
8 EAGLE 20'S MENTHOL CIGARETTES	2111010	32 RUM & MAPLE SMOKING TOBACCO	2131007
9 EVE FILTER CIGARETTES	2111010	33 SUMMERTIME SMOKING TOBACCO	2131007
10 EVE MENTHOL CIGARETTES	2111010	34 VELVET SMOKING TOBACCO	2131007
11 LARK CIGARETTES	2111010	35 VIP SMOKING TOBACCO	2131007
12 L&M MENTHOL CIGARETTES	2111010	36 VIRGINIA EXTRA SMOKING TOBACCO	2131007
13 OASIS MENTHOL CIGARETTES	2111010	37 HORSE SHOE CHEWING TOBACCO	2131010
14 VELLO FILTER CIGARETTES	2111010	38 LIGGET & MYERS CHEWING TOBACCOS	2131010
15 VELLO MENTHOL FILTER CIGARETTES	2111010	39 PAY CAR CHEWING TOBACCO	2131010
16 L&M KING CIGARETTES	2111016	40 RED HORSE CHEWING TOBACCO	2131010
17 CHESTERFIELD 101 FILTER CIGARETTES	2111018	41 RED MAN CHEWING TOBACCO	2131010
18 EVE 120'S CIGARETTES	2111018	42 SPARK PLUG CHEWING TOBACCO	2131010
19 LARK EXTRA LONG CIGARETTES	2111018	43 STAR CHEWING TOBACCO	2131010
20 L&M SUPER KING CIGARETTES	2111018	44 TINSLEY'S THICK CHEWING TOBACCO	2131010
21 ST MORITZ MENTHOL 100'S FILTER CIGARETTES	2111018	45 UNION STANDARD CHEWING TOBACCO	2131010
22 ST MORITZ 100'S FILTER CIGARETTES	2111018	46 WNT NATURAL LEAF CHEWING TOBACCO	2131010
23 CHESTERFIELD KING,REGULAR CIGARETTES	2111057	47 TIP TOP BLUE CIGARETTE PAPER	2649598
24 DINNER BELL SMOKING TOBACCO	2131007	48 TIP TOP RED CIGARETTE PAPER	2649598

SPIRITS & WINES DIVISION SALES 20.1%, DIVISION PROFITS 32.0%, DIVISION AD/SALES 8.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ACHAILA CLAUSSE WINES	2084000	21 CHATEAU BOUSCAUT WINES	2084014
2 BONFILS WINES	2084000	22 LAGOSTA ROSE WINE	2084016
3 CARRILLON IMPORTERS LTD WINES	2084000	23 CONTRATTO ASTI WINES	2084031
4 CHATEAU OLIVIER WINES	2084000	24 CAMPARI APERITIF	2084041
5 CHATEAU RAUSAN SEGLA WINES	2084000	25 CONTRATTO ASTI VERMOUTH	2084041
6 CHATEAU ROC ST MICHEL WINES	2084000	26 PUNT E MES APERITIF	2084041
7 DOPFF WINES	2084000	27 CROFT DISTINCTION PORT	2084043
8 ESCHENAUER WINES	2084000	28 CROFT ORIGINAL SHERRY	2084043
9 EXPORT-UNION WINES	2084000	29 MARNIER LAPOSTOLLE VSOP COGNAC	2084065
10 MOILLARD WINES	2084000	30 MOUQUIN BRANDY	2084065
11 MULLER WINES	2084000	31 3 STAR COGNAC	2084065
12 NICOLAOU WINES	2084000	32 CATTO'S GOLD LABEL SCOTCH WHISKY	2085310
13 REMY-PANNIER WINES	2084000	33 J&B SCOTCH WHISKY	2085310
14 WEDDING VEIL WINES	2084000	34 LANGS SCOTCH	2085310
15 WOLTNER FRERES WINES	2084000	35 MURPHY'S IRISH WHISKY	2085310
16 AUSTIN NICHOLS IMPORTED WINES	2084010	36 PAUDINGTON OF CANADA CANADIAN WHISKY	2085310
17 BERTANI WINES	2084010	37 PADDY IRISH WHISKY	2085310
18 CHATEAU FIGEAC WINES	2084010	38 ROYAL AGES SCOTCH WHISKY	2085310
19 CHATEAU DE SANCERRE WINES	2084012	39 THE FAMOUS GROUSE SCOTCH WHISKY	2085310
20 FAZI-BATTAGLIA WHITE WINE	2084012	40 WILD TURKEY BOURBON WHISKEY	2085310

41 BOMBAY GIN	2085321	46 PEDRO'S RUM	2085337
42 CHERRY MARNIER LIQUEUR	2085325	47 ACHAIA CLAUSSE OUZOU	2085339
43 GRAND MARNIER LIQUEUR	2085325	48 ARAK RAZZOUK	2085339
44 METAXA LIQUEUR	2085325	49 CLUB RAKI	2085339
45 VIEILLE CURE LIQUEUR	2085325	50 METAXA OUZOU	2085339

PET FOODS

DIVISION SALES 26.0%, DIVISION PROFITS 15.8%, DIVISION AD/SALES 7.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ALPO PET FOODS	2047100	8 CHAR-O SNAPS PET FOOD TREATS	2047125
2 ALAMO CANNED DOG FOOD	2047121	9 CHIK-N SNAPS PET FOOD TREATS	2047125
3 ALPO CANNED DOG FOOD	2047121	10 LIV-A SNAPS PET FOOD TREATS	2047125
4 VETS CANNED DOG FOOD	2047121	11 VETS DRY DOG FOOD	2047125
5 ALAMO DRY DOG FOOD	2047125	12 ALPO CANNED CAT FOOD	2047141
6 BEEF SNAPS PET FOOD TREATS	2047125	13 PERK CANNED CAT FOOD	2047141
7 BEEFBITES DINNER DRY DOG FOOD	2047125	14 VETS CANNED CAT FOOD	2047141

OTHER PRODUCTS

DIVISION SALES 10.6%, DIVISION PROFITS 10.6%, DIVISION AD/SALES 2.7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 3-MINUTE CORN MEAL	2041311	14 RINSENVAC PRESPOTTER	2842351
2 3-MINUTE GRITS	2041321	15 DURA-BUCKET ELEVATOR BUCKETS	3079500
3 LAB-16 OAT FLOUR	2041623	16 RINSENVAC CARPET CLEANING MACHINES	3635000
4 NATIONAL OAT PRODUCTS	2043015	17 BLUE LUSTRE VACUUM CLEANER BAGS	3635071
5 3-MINUTE COUNTRY HARVEST CEREAL	2043053	18 BLUE LUSTRE VACUUM CLEANER BELTS	3635071
6 3-MINUTE OATMEAL	2043053	19 KIMTRON JEWELRY	3911200
7 3-MINUTE OATS	2043053	20 THE NAME CHAIN JEWELRY	3911221
8 BUTTERFLAKE POPCORN	2099985	21 BRITE WATCH BANDS	3911241
9 3-MINUTE POPCORN	2099985	22 MEDALIST WATCH BANDS	3911241
10 BLUE LUSTRE CARPET SHAMPOO	2842351	23 ROGER WILLIAMS WATCH BANDS	3911241
11 BLUE LUSTRE UPHOLSTERY CLEANER	2842351	24 BLUE LUSTRE RENTAL CARPET CLEANING SYSTEM	7394000
12 RINSENVAC CLEANER	2842351	25 RINSENVAC RENTAL CARPET CLEANING SYSTEM	7394000
13 RINSENVAC DEFOAMER	2842351		

LOEWS CORPORATION	* TOTAL SALES	2702.0 MIL\$ U.S./TOTAL SALES	96.7% PROFITS/EQUITY	13.5% *
*****	* TOTAL ASSETS	5799.0 MIL\$ FOOD/TOTAL SALES	18.9% PROFITS/ASSETS	2.9% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	65.5 MIL\$ U.S. FOOD/U.S. SALES	18.7% ADVERTISING/SALES	2.4% *
	* MEDIA ADVERTISING	50.6 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

PROPERTY AND CASUALTY INSURANCE

DIVISION SALES 29.5%, DIVISION PROFITS 25.1%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CONTINENTAL ASSURANCE BUSINESS INSURANCE	6321000		

LIFE INSURANCE

DIVISION SALES 35.0%, DIVISION PROFITS 6.5%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CNA EMPLOYEE GROUP INSURANCE	6311000	3 CONTINENTAL ASSURANCE LIFE INSURANCE	6311000
2 CONTINENTAL ASSURANCE BUSINESS LIFE INSURANCE	6311000		

TOBACCO PRODUCTS

DIVISION SALES 24.8%, DIVISION PROFITS 25.6%, DIVISION AD/SALES 7.4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FLAME CIGARETTES	2111010	3 KENT LIGHTS FILTER CIGARETTES	2111010
2 KENT FILTER CIGARETTES	2111010	4 LORILLARD MULTI-PRODUCT ADVERTISING	2111010

5 MAX FILTER & MENTHOL 100S CIGARETTES	2111010	15 OLD GOLD FILTER KINGS CIGARETTES	2111016
6 NEWPORT MENTHOL FILTER CIGARETTES	2111010	16 KENT DELUXE LENGTH FILTER CIGARETTES	2111018
7 NEWPORT MENTHOL FILTER KINGS & 100S	2111010	17 KENT MENTHOL & FILTER 100S CIGARETTES	2111018
8 OLD GOLD FILTER CIGARETTES	2111010	18 KENT 100S & KING SIZE CIGARETTES	2111018
9 TRUE CIGARETTES MENTHOL & FILTER	2111010	19 L T BROWN 120S FILTER CIGARETTES REG & MENTH	2111018
10 TRUE FILTER CIGARETTES & FILTER 100S	2111010	20 OLD GOLD FILTER 100S	2111018
11 TRUE MENTHOL & FILTER KING SIZE & 100 CIGARE	2111010	21 TRUE 100S CIGARETTES MENTHOL & FILTER	2111018
12 ZACK REGULAR & MENTHOL FILTER CIGARETTES	2111010	22 OMEGA LITTLE CIGARS	2121013
13 KENT KING SIZE FILTER CIGARETTES	2111016	23 ERIK CIGARS	2121031
14 NEWPORT MENTHOL FILTER KING SIZE CIGARETTES	2111016	24 BEECH-NUT CHEWING TOBACCO	2131010

HOTELS DIVISION SALES 2.5%, DIVISION PROFITS 3.7%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHURCHILL HOTEL LONDON	7011000	7 MERIDIEN HOTELS	7011000
2 DRAKE HOTEL NEW YORK	7011000	8 PARADISE ISLAND HOTEL & VILLAS NASSAU	7011000
3 LE CONCORDE HOTEL QUEBEC	7011000	9 REGENCY HOTEL NEW YORK	7011000
4 LENFANT PLAZA HOTEL WASHINGTON	7011000	10 SUMMIT HOTEL NEW YORK	7011000
5 LOEWS HOTELS	7011000	11 WARWICK HOTEL NEW YORK	7011000
6 LORD BALTIMORE HOTEL BALTIMORE	7011000		

THEATRES DIVISION SALES 1.4%, DIVISION PROFITS 2.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LOEWS THEATRES	7832000		

RESIDENTIAL DEVELOPMENT DIVISION SALES 1.2%, DIVISION PROFITS -3.8%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CORONADO SHORES REAL ESTATE	6531000	2 QUECHEE LAKES REAL ESTATE	6531000

FINANCIAL SERVICES DIVISION SALES 3.7%, DIVISION PROFITS 13.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LARWIN MORTGAGE INVESTORS	6162000		

OTHER DIVISION SALES 2.1%, DIVISION PROFITS 27.9%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHARLESTON CHEW CANDY BARS	2065100		

LTV CORPORATION	* TOTAL SALES	4313.0 MIL\$ U.S./TOTAL SALES	99.7% PROFITS/EQUITY	3.6% *	
*****	TOTAL ASSETS	1963.0 MIL\$	FOOD/TOTAL SALES	48.2% PROFITS/ASSETS	4.7% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	48.0% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	2.5 MIL\$ U.S./TOTAL PROFITS	NA	R&D/SALES	.5% *

STEEL AND FERROUS METAL PRODUCTS DIVISION SALES 39.1%, DIVISION PROFITS 40.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 JONES & LAUGHLIN STEEL CORP GENERAL PROMOTIO	3312000		

MEAT AND FOOD PROCESSING DIVISION SALES 48.2%, DIVISION PROFITS 12.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BRIGGS MEAT PRODUCTS	2010000	2 CORN KING MEAT PRODUCTS	2010000

3 NEPCO MEAT PRODUCTS
 4 WILSONS CERTIFIED MEAT PRODUCTS
 5 FISHER MEAT PRODUCTS
 6 BIG EYE PORK
 7 FISHER HAM
 8 WILSONS CERTIFIED HAM
 9 FISHER BACON
 10 WILSONS CERTIFIED BACON
 11 WILSONS CERTIFIED SAUSAGE

2010000
 2010000
 2013000
 2013600
 2013631
 2013631
 2013641
 2013641
 2013711

12 FISHER WIENERS
 13 WILSONS CERTIFIED FRANKS
 14 BAVARIAN BRAND DELICATESSEN COLD CUTS
 15 FISHER LUNCHEON MEATS
 16 WILSONS CERTIFIED COLD CUTS
 17 TENDER MADE CANNED HAM
 18 WILSONS CERTIFIED CANNED BITS
 19 WILSONS CERTIFIED CANNED HASH

2013721
 2013721
 2013735
 2013735
 2013735
 2013819
 2013819
 2013819

AEROSPACE

DIVISION SALES 12.2%, DIVISION PROFITS 40.5%, DIVISION AD/SALES .0%

PRODUCT NAME
 1 CORSAIR II A-7

SIC#
 3721100

PRODUCT NAME
 2 VUGHT AEROSPACE

SIC#
 3721100

OTHER

DIVISION SALES .5%, DIVISION PROFITS 7.5%, DIVISION AD/SALES .3%

PRODUCT NAME
 1 PLAZA INTERNATIONAL

SIC#
 7011000

PRODUCT NAME
 2 STEAMBOAT COLORADO SKI AREA

SIC#
 7011000

 LYKES BROS INC OF FLORIDA * TOTAL SALES 175.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
 ***** TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .0 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

LYKES BROS INC

DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME
 1 OLD SOUTH FROZEN FOODS

SIC#
 2030000

PRODUCT NAME

SIC#

 MARHOEFER PACKING COMPANY INC * TOTAL SALES 122.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY -20.0% *
 ***** TOTAL ASSETS 18.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS .6% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .0 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

PROCESSED MEATS

DIVISION SALES 41.0%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PORK

DIVISION SALES 46.7%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

BEEF

DIVISION SALES 7.4%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

OTHER

DIVISION SALES 4.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

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*****
MARS INC * TOTAL SALES 425.0 MIL$ U.S./TOTAL SALES 64.0% PROFITS/EQUITY NA *
***** * TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
***** * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 110.2% ADVERTISING/SALES NA *
OWNERSHIP: PRIVATE * MEDIA ADVERTISING 20.0 MIL$ U.S./TOTAL PROFITS NA R&D/SALES NA *
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MARS INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 3.3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 UNCLE BENS RICE	2044015	12 MARATHON CANDY BAR	2065100
2 UNCLE BENS RICE & STUFF N SUCH STUFFING MIX	2044015	13 MILKY WAY CANDY BARS	2065100
3 KAL KAN PET FOOD & RINGLING CIRCUS CONTEST	2047100	14 PEANUT MUNCH CANDY	2065100
4 KAL KAN PET FOODS	2047100	15 SNICKERS CANDY BAR	2065100
5 KAL KAN CANNED DOG FOOD	2047121	16 THREE MUSKETEERS CANDY	2065100
6 KAL KAN M P S CANNED DOG FOOD	2047121	17 MARS CANDY BAR	2060230
7 KAL KAN MEALTIME DOG FOOD	2047121	18 SNIK SNAK STIKS CANDY	2060230
8 THORO-FED CANNED DOG FOOD	2047121	19 MARS ALMOND CANDY BAR	2060237
9 KAL KAN CANNED CAT FOOD	2047141	20 M & MS CANDIES	2060242
10 UNCLE BENS STUFF N SUCH STUFFING MIX	2051241	21 M & MS CANDIES PREMIUM OFFER	2060242
11 FOREVER YOURS CANDY BAR	2065100	22 M & M/MARS CANDIES PREMIUM OFFER	2060242

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*****
MBPXL CORPORATION * TOTAL SALES 709.0 MIL$ U.S./TOTAL SALES 97.6% PROFITS/EQUITY 12.7% *
***** * TOTAL ASSETS 99.0 MIL$ FOOD/TOTAL SALES 86.0% PROFITS/ASSETS 8.0% *
***** * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 88.2% ADVERTISING/SALES NA *
OWNERSHIP: U.S. PUBLIC CORP. * MEDIA ADVERTISING .0 MIL$ U.S./TOTAL PROFITS NA R&D/SALES NA *
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CARCASS BEEF DIVISION SALES 40.1%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

FABRICATED BEEF DIVISION SALES 38.9%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CIRCLE E BOXED BEEF	2011117	5 MISSOURI BRAND BOXED BEEF	2011117
2 DELITE BOXED BEEF	2011117	6 MBPXL GREEN LABEL CORNED BEEF	2011171
3 EXCEL BOXED CHOICE BEEF	2011117	7 MORTON'S OF OMAHA CORNED BEEF	2011171
4 MARKET STYLE BOXED BEEF	2011117		

VARIETY MEATS AND BYPRODUCTS DIVISION SALES 7.1%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

OTHER DIVISION SALES 14.0%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

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*****
MCCORMICK & COMPANY INC * TOTAL SALES 251.0 MIL$ U.S./TOTAL SALES 86.9% PROFITS/EQUITY 14.0% *
***** * TOTAL ASSETS 162.0 MIL$ FOOD/TOTAL SALES 84.3% PROFITS/ASSETS 9.1% *
***** * TOTAL ADVERTISING 2.0 MIL$ U.S. FOOD/U.S. SALES 81.9% ADVERTISING/SALES .8% *
OWNERSHIP: U.S. PUBLIC CORP. * MEDIA ADVERTISING 1.2 MIL$ U.S./TOTAL PROFITS 86.5% R&D/SALES 1.8% *
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GROCERY PRODUCTS DIVISION DIVISION SALES 61.0%, DIVISION PROFITS NA , DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MCCORMICK SPECIALTY FOODS	2030000	3 SCHILLING SAUCE MIXES	2034139
2 SCHILLING GRAVY	2034139	4 SCHILLING CASSEROLES	2030225

MCCORMICK & COMPANY INC (CONTINUED)

5 SCHILLING SKILLET DINNERS	2072225	8 SCHILLING SEASONING	2099930
6 MCCORMICK FLAVORING PRODUCTS	2099930	9 CAKE-MATE DECORATING ICING & GEL	2099993
7 SCHILLING HERBS AND SPICES & MJB RICE	2099930		

FOOD SERVICE/INDUSTRIAL DIVISION	DIVISION SALES	25.9%,	DIVISION PROFITS	NA	, DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ALL PORTIONS INDIVIDUAL SERVINGS	2000000	5 BOTANICUS PTE OLEORESINS OF SPICES	2099930
2 GILROY DEHYDRATED ONION AND GARLIC	2034137	6 SESAME PRODUCTS	2099938
3 MCCORMICK DRESSINGS	2035430	7 TUBED PRODUCTS	3079400
4 GOLDEN WEST FROZEN SPECIALTY FOODS	2038000	8 HUNT VALLEY INN MARYLAND	7011000

INTERNATIONAL	DIVISION SALES	13.1%,	DIVISION PROFITS	NA	, DIVISION AD/SALES	.1%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CLUB HOUSE PRODUCTS	2000000	4 MCCORMICK PRODUCTS	2099930
2 TOKAI FOOD PRODUCTS	2000000	5 CAKE MATE DECORATING ICING & GEL	2099993
3 JALISCO PRODUCTS	2099900		

REAL ESTATE	DIVISION SALES	.0%,	DIVISION PROFITS	NA	, DIVISION AD/SALES	.0%
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MID AMERICA DAIRYMEN INC	* TOTAL SALES	637.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	2.4% *
*****	* TOTAL ASSETS	130.0 MIL\$ FOOD/TOTAL SALES	99.7% PROFITS/ASSETS	3.4% *
OWNERSHIP: COOP	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	99.7% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	.1 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	NA *

MID AMERICA DAIRYMEN INC	DIVISION SALES	100.0%,	DIVISION PROFITS	100.0%,	DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RECIPE BOOK DAIRY PRODUCTS	2020000	22 MID AMERICA FARMS DRY MILK	2023100
2 DARICRAFT BUTTER	2021010	23 MID AMERICA FARMS MILK	2026200
3 FARM ISLAND BUTTER	2021010	24 DARICRAFT SOUP CREAM	2026245
4 GEM BUTTER	2021010	25 FARM ISLAND SOUR CREAM	2026245
5 GLAMOUR BUTTER	2021010	26 GEM SOUR CREAM	2026245
6 PRIZE OF IOWA BUTTER	2021010	27 GLAMOUR SOUR CREAM	2026245
7 ZUMBRO VALLEY BUTTER	2021010	28 PRIZE OF IOWA SOUR CREAM	2026245
8 MID AMERICA FARMS BUTTER	2021015	29 ZUMBRO VALLEY SOUR CREAM	2026245
9 MID AMERICA FARMS CHEESE	2022000	30 DARICRAFT COTTAGE CHEESE	2026313
10 DARICRAFT CHEESE-NATURAL	2022101	31 FARM ISLAND COTTAGE CHEESE	2026313
11 FARM ISLAND CHEESE-NATURAL	2022101	32 GEM COTTAGE CHEESE	2026313
12 GEM CHEESE-NATURAL	2022101	33 GLAMOUR COTTAGE CHEESE	2026313
13 GLAMOUR CHEESE-NATURAL	2022101	34 PRIZE OF IOWA COTTAGE CHEESE	2026313
14 PRIZE OF IOWA CHEESE-NATURAL	2022101	35 ZUMBRO VALLEY COTTAGE CHEESE	2026313
15 ZUMBRO VALLEY CHEESE-NATURAL	2022101	36 DARICRAFT YOGURT	2026433
16 DARICRAFT CHEESE-AMERICAN	2022210	37 FARM ISLAND YOGURT	2026433
17 FARM ISLAND CHEESE-AMERICAN	2022210	38 FRUIT-T-BOOT YOGURT	2026433
18 GEM CHEESE-AMERICAN	2022210	39 GEM YOGURT	2026433
19 GLAMOUR CHEESE-AMERICAN	2022210	40 GLAMOUR YOGURT	2026433
20 PRIZE OF IOWA CHEESE-AMERICAN	2022210	41 PRIZE OF IOWA YOGURT	2026433
21 ZUMBRO VALLEY CHEESE-AMERICAN	2022210	42 ZUMBRO VALLEY YOGURT	2026433


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*****
MISSOURI FARMERS ASSOCIATION      * TOTAL SALES      462.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
*****                          * TOTAL ASSETS      160.0 MIL$ FOOD/TOTAL SALES      39.4% PROFITS/ASSETS      NA *
OWNERSHIP: CCGF                    * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      39.4% ADVERTISING/SALES      NA *
*****                          * MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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MISSOURI FARMERS ASSOCIATION DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

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*****
MONFORT OF COLORADO INC          * TOTAL SALES      298.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      -7.8% *
*****                          * TOTAL ASSETS      417.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      2.1% *
OWNERSHIP: U.S. PUBLIC CORP.     * TOTAL ADVERTISING      .0 MIL$ U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      .0% *
*****                          * MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      .0% *
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MONFORT OF COLORADO INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MONFORT PET FOOD MEAT	2011015	6 MONFORT GROUND BEEF & Patties	2011131
2 MONFORT TALLOW	2011041	7 MONFORT LAMB CARCASSES	2011312
3 MONFORT OFFAL PRODUCTS	2011055	8 MONFORT LAMB CUTS	2011352
4 MONFORT BEEF CARCASSES	2011112	9 MONFORT BEEF HIDES	2011911
5 MONFORT FABRICATED CUTS & PORTIONS	2011117	10 MONFORT LAMB HIDES	2011951

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*****
MOORMAN MANUFACTURING CO INC    * TOTAL SALES      380.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
*****                          * TOTAL ASSETS      380.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      NA *
OWNERSHIP: PRIVATE                * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
*****                          * MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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MOORMAN MANUFACTURING CO INC. DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

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*****
MORTON-NORWICH PRODUCTS, INC    * TOTAL SALES      564.0 MIL$ U.S./TOTAL SALES      79.1% PROFITS/EQUITY      -3.0% *
*****                          * TOTAL ASSETS      460.0 MIL$ FOOD/TOTAL SALES      42.9% PROFITS/ASSETS      11.7% *
OWNERSHIP: U.S. PUBLIC CORP.     * TOTAL ADVERTISING      39.8 MIL$ U.S. FOOD/U.S. SALES      42.2% ADVERTISING/SALES      7.1% *
*****                          * MEDIA ADVERTISING      32.8 MIL$ U.S./TOTAL PROFITS      -198.5% R&D/SALES      2.8% *
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SALT & FOOD DIVISION SALES 33.3%, DIVISION PROFITS 29.9%, DIVISION AD/SALES 2.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SOUP'S ON SOUP & GRAVY BASES	2034211	13 MORTON RAINFRESH WATER TREATMENT	2099939
2 FLAVOR-RICH GELATIN & PUDDINGS	2099157	14 MORTON RUST-RAZE WATER TREATMENT	2099939
3 DADDY CRISP POTATO SNACKS	2099210	15 MORTON RUST-ROUT WATER TREATMENT	2099939
4 MORTON MEAT CURING PRODUCTS	2099938	16 MORTON SAFE-T-SALT HIGHWAY	2099939
5 MORTON NATURE'S SEASONS SEASONING	2099938	17 MORTON SALT	2099939
6 MORTON CALCIUM CHLORIDE SALT TABLETS	2099939	18 MORTON SALT SUBSTITUTE	2099939
7 MORTON CULINOX 999 FOOD PROCESSING SALT	2099939	19 MORTON SALT & PEPPER SHAKERS	2099939
8 MORTON LITE SALT	2099939	20 MORTON SEASONED SALT SUBSTITUTE	2099939
9 MORTON GILFIELD SALT CHEMICAL PROCESSING	2099939	21 MORTON STAR FLAKE DENDRITIC SALT	2099939
10 MORTON PICKLING & CANNING SALT	2099939	22 MORTON STAR FLAKE VIT FORT BAKERS SALT	2099939
11 MORTON POPCORN SALT SHAKERS	2099939	23 MORTON SUPER PELLETS WATER TREATMENT	2099939
12 MORTON PURLEX SALT CHEMICAL PROCESSING	2099939	24 MORTON TOMATO CANNING TABLETS	2099939

25 MORTON WHITE CRYSTAL WATER TREATMENT	2099939	30 MORTON IOFIXT T-M BLOCKS	2870000
26 MORTON PELLETS WATER TREATMENT	2800000	31 MORTON IOFIXT T-M MIXING SALT WITH VITAMINS	2870000
27 MORTON MULTI-PRODUCT ADVERTISING	2640000	32 MORTON T-M BLOCKS MEDICATED	2870000
28 MORTON AGRI-FLG SALT AGRICULTURAL	2870000	33 MORTON 8.4 MINERAL MIXTURE WITH VITAMINS	2870000
29 MORTON IOFIXT IODIZED SALT BLOCKS	2870000		

PHARMACEUTICALS

DIVISION SALES 17.2%, DIVISION PROFITS 22.0%, DIVISION AD/SALES 10.4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NECTA SWEET SACCHARIN	2000000	13 NORWICH GLYCERIN SUPPOSITORIES	2834500
2 DOPAR LEVODOPA ETHICAL PHARMACEUTICAL	2834000	14 PEPTO-BISMOL ANTI-DIARRHEAL	2834500
3 DANTRIUM SKELETAL MUSCLE RELAXANT	2834200	15 TRICOFURON VAGINAL TRACT ANTIBACTERIAL	2834500
4 NECS ANALGESIC	2834200	16 FURACIN TOPICAL ANTIBACTERIAL	2834600
5 NORWICH ASPIRIN	2834200	17 NP-27 ATHLETE'S FOOT CARE	2834600
6 CHLORASEPTIC MOUTH WASH & GARGLE	2834500	18 OCUSOL EYE DROPS	2834600
7 FURADANTIN URINARY TRACT ANTIBACTERIAL	2834500	19 UNGUENTINE FIRST AID SPRAY	2834600
8 FUKOXONE GASTROINTESTINAL TRACT ANTIBACTERIA	2834500	20 VIVONEX ELEMENTAL DIETS	2834700
9 GENTLE DAY FREEZE DRIED MILK OF MAGNESIA	2834500	21 JEAN D'ALBRET PERFUME	2844200
10 LOROPHYN CONTRACEPTIVE	2834500	22 ORLANE COSMETICS	2844500
11 MACRODANTIN URINARY TRACT ANTIBACTERIAL	2834500	23 JENEEN LIQUID DOUCHE	2844529
12 NORFORMS FEMININE SUPPOSITORIES	2834500		

HOUSEHOLD PRODUCTS

DIVISION SALES 18.8%, DIVISION PROFITS 14.1%, DIVISION AD/SALES 18.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TERRIFIC LAUNDRY PRE-WASH	2841261	7 SPRAY'N WASH LAUNDRY SOIL & STAIN REMOVER	2842300
2 FANTASTIK SPRAY CLEANER	2842300	8 TEXIZE CLEANER	2842300
3 GLASS*PLUS CLEANER	2842300	9 TEXIZE PINE OIL	2842300
4 GREASE RELIEF KITCHEN & LAUNDRY CLEANSER	2842300	10 FLUF FABRIC SOFTENER	2842394
5 JANITOR IN A DRUM CLEANER	2842300	11 SIMONIZ AUTOMOTIVE CLEANER	2842411
6 K2K SPOT-LIFTER	2842300	12 SIMONIZ ROYALE CAR WAX	2842411

SPECIALTY CHEMICALS

DIVISION SALES 9.6%, DIVISION PROFITS 9.5%, DIVISION AD/SALES .0%

INTERNATIONAL

DIVISION SALES 21.1%, DIVISION PROFITS 24.4%, DIVISION AD/SALES .0%

NABISCO INC	* TOTAL SALES	1971.0 MILS U.S./TOTAL SALES	70.5% PROFITS/EQUITY	14.5% *
*****	* TOTAL ASSETS	1014.0 MILS FOOD/TOTAL SALES	79.4% PROFITS/ASSETS	9.1% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	83.7 MILS U.S. FOOD/U.S. SALES	75.0% ADVERTISING/SALES	4.2% *
	* MEDIA ADVERTISING	65.9 MILS U.S./TOTAL PROFITS	94.4% R&D/SALES	.5% *

U.S.BISCUIT DIVISION

DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NABISCO KRAZY GLAZY TOASTER PASTRY	2051611	10 LIL'LOAF SNACK STICKS	2052198
2 CHRISTIE SNACK FOODS	2052000	11 NABISCO TATER PUFF CRACKERS	2052198
3 NABISCO SNACKS	2052000	12 NABISCO TRISCUITS	2052198
4 CHRISTIE CRACKERS	2052100	13 RITZ CRACKERS	2052198
5 NABISCO CRACKERS	2052100	14 SKITTLE CHIPS CRACKERS	2052198
6 NABISCO DIP IN A CHIP SNACK	2052100	15 SWISS CHEESE CRACKERS	2052198
7 HONEY WAID	2052123	16 UNEEDA BISCUITS	2052198
8 NABISCO CINNAMON TREATS	2052123	17 CHRISTIE COOKIES	2052210
9 PREMIUM SALTINE CRACKERS	2052125	18 NABISCO COOKIES	2052210

19 CRIMEAL COOKIES	2052210	24 BISCOS WAFERS	2052219
20 REAL MEMORIES COOKIES	2052210	25 LORNA DOONE SHORTBREAD	2052219
21 FIG NEWTON CAKES	2052217	26 NILLA WAFERS	2052219
22 MAYFAIR ENGLISH STYLE ASSORTMENT	2052213	27 NABISCO TOASTETTES POP-UPS	2052221
23 GREG CREAM SANDWICHES	2052213	28 NABISCO AMERICAN FRIES SNACK	2099212

SPECIAL PRODUCTS DIVISION DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NABISCO SNACK MATE CHEESE SPREADS	2022215	14 CREAM OF WHEAT CEREAL	2043052
2 HOT N WHOLE SOME CEREAL	2043010	15 CREAM OF WHEAT MIX N EAT CEREALS	2043052
3 NABISCO GOLDEN HONEY CEREAL	2043010	16 DROMEDARY CAKE MIXES	2045553
4 NABISCO KLONDIKE PETES CRUNCHY NUGGETS CEREAL	2043010	17 RIVAL CANNED DOG FOOD	2047121
5 NABISCO NORMAN SUGAR FROSTED CEREAL	2043010	18 FLAVOR SNACK DOG BISCUITS	2047125
6 NABISCO YANKEE DOODLE CRUNCH CEREAL	2043010	19 MILK-BONE DOG BISCUITS	2047125
7 OOBOPPEROOS PRE-SWEETENED CEREAL	2043010	20 MILK-BONE DOG TREATS	2047125
8 TEAM FLAKES CEREALS	2043010	21 MILK-BONE PUPPY BISCUITS	2047125
9 NABISCO SHREDDED WHEAT	2043012	22 RIVAL DRY DOG FOOD	2047125
10 NABISCO SHREDDIES	2043012	23 MILK-BONE BAKER TOMS BAKED CAT DINNERS	2047153
11 NABISCO 100 % GRAN	2043012	24 MILK-BONE TASTY TWOSOME DRY CAT FOOD	2047153
12 SPOON-SIZE SHREDDED WHEAT	2043012	25 NABISCO FRUIT PAZAZZ DRINK CONCENTRATE	2087225
13 NABISCO FAST BREAK BREAKFAST PARS	2043019	26 PROPOWER BREAKFAST DRINK	2087400

FOOD SERVICE DIVISION DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

CONFECTIONERY DIVISION DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHUCKLES CANDY	2065100	4 JUNIOR MINTS	2065300
2 SUGAR DADDY CANDY BAR	2065100	5 POM POM CANDIES	2065300
3 CORTINA CANDY	2065300		

FREEZER QUEEN FOODS INC DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FREEZER QUEEN FROZEN COOKING BAG MEAT	2038225	3 MINI-MEAL SINGLE SERVINGS	2038225
2 FREEZER QUEEN FROZEN MEAT ENTREES	2038225		

PROTEIN FOODS DIVISION DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NABISCO TUNA TWIST SALAD MIXES	2075298		

ASSOCIATED PRODUCTS INC DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BLUE MOUNTAINPET FOODS	2047100	3 HYGIENE SHOWER BATH CURTAINS	2392019
2 EVERLON CURTAIN AND DRAPERY	2391000		

J.B.WILLIAMS COMPANY INC DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 5-DAY DEODORANT PADS	2647111	5 SERUTAN FLAVORED POWDERED LAXATIVE	2834500
2 SOMINEX BED TIME COLD MEDICINE	2834200	6 SERUTAN LAXATIVE	2834500
3 SOMINEX TABLETS & CAPSULES	2834200	7 FAMILY VITAMINS	2834700
4 VIVARIN STIMULANT TABLETS	2834200	8 FEMIRON TABLETS	2834700

NABISCO INC (CONTINUED)

9 GERITOL LIQUID AND TABLETS	2834750	13 JR WILLIAMS ROSE MILK DISTRIBUTOR	2844500
10 GERITOL TABLETS	2834750	14 AQUA VELVA GIFT SET	2844519
11 AQUA VELVA AFTER SHAVE LOTIONS	2844150	15 WILLIAMS ELECTRIC SHAVE LOTION	2844519
12 MON TRIOMPHE MENS COLOGNE	2844232	16 ACE HAIR BRUSHES	3991327

AURORA PRODUCTS CORPORATION

DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 KAR-A-A-ATE MEN	3942000	5 ZING TENNIS	3944194
2 AURORA GAMES	3944100	6 AURORA TOYS	3944200
3 AIR HOCKEY	3944194	7 AFX MODEL MOTORING	3944236
4 SKITTLE	3944194	8 AURORA MODEL MOTORING SETS	3944236

INTERNATIONAL OPERATIONS

DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SHREDDIES WHEAT CEREAL	2043012	6 GRUVKIKS COOKIES	2052210
2 SPOON-SIZE SHREDDED WHEAT	2043012	7 TFA TIME	2052210
3 MILK-BONE DOG BISCUITS	2047125	8 XOX COOKIES	2052210
4 NABISCO MULT-PRODUCT ADVERTISING	2050000	9 NOISEY BISCUIT	2052213
5 RITZ CRACKERS	2052198	10 KOBET'S POTATO CHIPS	2052212

*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
NATIONAL CAN CORP	* TOTAL SALES	799.0 MIL\$ U.S./TOTAL SALES	86.4% PROFITS/EQUITY	10.9% *					
*****	TOTAL ASSETS	416.0 MIL\$ FOOD/TOTAL SALES	19.0% PROFITS/ASSETS	7.2% *					
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	22.0% ADVERTISING/SALES	NA *					
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	108.0% R&D/SALES	NA *					
	*****	*****	*****	*****					

PACKAGING GROUP

DIVISION SALES 81.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

GROCERY PRODUCTS GROUP

DIVISION SALES 19.0%, DIVISION PROFITS .0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BONNIE DRY PET FOOD	2047100	6 SPORTMIX DRY PET FOOD	2047100
2 DR ROSS PET FOOD	2047100	7 SKIPPY DOG FOOD	2047120
3 GOLDEN CHOICE DRY PET FOOD	2047100	8 SKIPPY CANNED DOG FOOD	2047121
4 LADDIE BOY PET FOOD	2047100	9 SKIPPY CANNED CAT FOOD	2047141
5 PAKO PET FOOD	2047100	10 SKIPPY DRY DOG FOOD	2047155

*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
NATIONAL DISTILLERS AND CHEMICAL CORPORATION	* TOTAL SALES	929.0 MIL\$ U.S./TOTAL SALES	86.0% PROFITS/EQUITY	10.8% *					
*****	TOTAL ASSETS	1024.0 MIL\$ FOOD/TOTAL SALES	23.8% PROFITS/ASSETS	8.1% *					
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	24.1 MIL\$ U.S. FOOD/U.S. SALES	22.1% ADVERTISING/SALES	2.0% *					
	* MEDIA ADVERTISING	15.6 MIL\$ U.S./TOTAL PROFITS	86.1% R&D/SALES	.6% *					
	*****	*****	*****	*****					

CHEMICAL

DIVISION SALES 41.0%, DIVISION PROFITS 74.8%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MICROTHENE F FINELY POWDERED POLYOLEFINS	2821000	4 ULTRATHENE ETHYLENE-VINYL ACETATE COPOLYMERS	2821000
2 MICROTHENE POWDERED POLYOLEFINS	2821000	5 VYNATHENE VINYL ACETATE-ETHYLENE COPOLYMERS	2821000
3 PETROTHENE POLYETHYLENE RESINS	2821000		

LIQUOR DIVISION SALES 23.3%, DIVISION PROFITS 14.2%, DIVISION AD/SALES 6.5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHAPOUTIER WINES	2084000	23 KING GEORGE IV SCOTCH WHISKY	2085310
2 DUFF GORDON WINES	2084000	24 OLD CROW BOURBON WHISKEY	2085310
3 FLORIO WINES	2084000	25 OLD GRAND-DAD BOURBON WHISKEY	2085310
4 MAKQUISAT WINE	2084000	26 OLD TAYLOR BOURBON WHISKEY	2085310
5 MUNSON SHAW IMPORTED WINES	2084000	27 PM BLENDED WHISKEY	2085310
6 STEINGENBERGER WINES	2084000	28 VAT 69 SCOTCH WHISKY	2085310
7 GRAND MARQUE WINES	2084010	29 WINDSOR SUPREME CANADIAN WHISKY	2085310
8 JOUVET MACON VILLAGES BLANC WHITE WINE	2084012	30 BRIGADIER GIN	2085321
9 JOUVET BEAUJOLAIS VILLAGES RED WINE	2084014	31 GILREY'S GIN	2085321
10 CHAPOTIER TAVEL RHONE ROSE WINE	2084016	32 DE KUYPER CREME DE MENTHE	2085325
11 LAURENT PERRIER CHAMPAGNE	2084031	33 DE KUYPER SLOE GIN	2085325
12 EGOISSIERE VERMOUTHS	2084041	34 DEKUYPER CORDIALS	2085325
13 COCKBURN'S SPECIAL RESERVE PORT	2084043	35 DICUPERA AMARETTO LIQUEUR	2085325
14 HOLLAND HOUSE COOKING WINE	2084043	36 DUET CANNED COCKTAILS	2085327
15 CAMUS COGNAC	2084065	37 ALBERTA VODKA	2085333
16 DEKUYPER FRUIT-FLAVORED BRANDIES	2084065	38 GILREY'S VODKA	2085333
17 GILBEYS MULTI-PRODUCT ADVERTISING	2085300	39 KAMCHATKA VODKA	2085333
18 NATIONAL DISTILLERS MULTI-PRODUCT ADVERTISING	2085300	40 GILBEY'S RUM	2085337
19 BELLOW'S SCOTCH WHISKY	2085310	41 AALBORG AKVAVIT	2085339
20 BOURBON DE LUXE BOURBON WHISKY	2085310	42 SAUZA TEQUILA	2085339
21 CANADA HOUSE CANADIAN WHISKY	2085310	43 HOLLAND HOUSE COCKTAIL MIXES	2087215
22 CANADIAN SPIRIT RYE WHISKY	2085310		

BRIDGEPORT BRASS DIVISION SALES 28.5%, DIVISION PROFITS .4%, DIVISION AD/SALES .0%

ALMADEN VINEYARDS DIVISION SALES 3.1%, DIVISION PROFITS 8.2%, DIVISION AD/SALES 5.2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ALMADEN WINES	2084000	3 ALMADEN SOLERA SHERRIES	2084043
2 ALMADEN CHAMPAGNES	2084031	4 ALMADEN CENTENNIAL BRANDY	2084065

TEXTILE DIVISION SALES 4.1%, DIVISION PROFITS 2.4%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BEACON BLANKETS	2231923		

 NATIONAL GRAPE COOPERATIVE ASSOCIATION, INC* TOTAL SALES 158.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 54.3% *
 ***** TOTAL ASSETS 79.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 31.4% *
 OWNERSHIP: COOP * TOTAL ADVERTISING 3.9 MIL\$ U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES 2.4% *
 * MEDIA ADVERTISING 4.6 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES .6% *

GRAPE GROWING DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

WELCH FOODS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 WELCH'S APPLE JUICE	2033411	4 WELCH'S CRANBERRY JUICE COCKTAIL	2033471
2 WELCH'S GRAPE JUICE	2033420	5 WELCH'S ORANGE JUICE	2033492
3 WELCH'S PRUNE JUICE	2033463	6 WELCH'S BLOODY MARY MIX	2033515

2033515
2033800
2033841
2037192
2038115
2086026
2086090

14 WELCHADE CANNED DRINKS
15 WELCHADE FRUIT PUNCH
16 WELCHADE GRAPE DRINK
17 WELCHADE GRAPE PUNCH
18 WELCHADE ORANGE DRINK
19 WELCHITO GRAPE DRINK
20 WELCH'S FRUIT DRINKS

2086090
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NATIONAL INDUSTRIES INC									

OWNERSHIP: U.S. PUBLIC CORP.									

* TOTAL SALES	766.7	MIL\$	U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	15.5%	*		
* TOTAL ASSETS	281.6	MIL\$	FOOD/TOTAL SALES	26.0%	PROFITS/ASSETS	9.0%	*		
* TOTAL ADVERTISING	NA	U.S.	FOOD/U.S. SALES	26.8%	ADVERTISING/SALES	NA	*		
* MEDIA ADVERTISING	1.6	MIL\$	U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA	*		

PETROLEUM DIVISION DIVISION SALES 33.3% DIVISION PROFITS 63.8% DIVISION AD/SALES .0%

PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1	LAND PETROLEUM CO	5172000			

RETAIL AND LEISURE DIVISION	DIVISION SALES	29.2%	DIVISION PROFITS	17.1%	DIVISION AD/SALES	.4%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 WRANGLER JEANS	2327100	6 COMMUNITY DISCOUNT WORLD	5311000
2 HUSKEE-BILT PREFABRICATED BUILDINGS	2452223	7 ROBERTSON STORES	5399000
3 THRIVE CENTER PREFABRICATED BUILDINGS	2452223	8 TSC STORES	5394000
4 VALUE BILT PREFABRICATED BUILDINGS	2452223	9 BIG BEAR FOOD STORE	5411000
5 TRACTOR SUPPLY STORES	5101000	10 HARTS FAMILY SHOES	5661000

BEVERAGE AND FOOD DIVISION	DIVISION SALES	26.5%	DIVISION PROFITS	.0%	DIVISION AD/SALES	.3%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HAWTHORN MELLODY DAIRY PRODUCTS	2020000	6 ENERGADE BEVERAGES	2086020
2 ROYAL CREST DAIRY PRODUCTS	2020000	7 MISSION BEVERAGES	2086020
3 AMERICAN NATIONAL BEVERAGES	2086020	8 REGENT BEVERAGES	2086020
4 CLICQUOT CLUB BEVERAGES	2086020	9 COTT DIET	2086029
5 COTT BEVERAGES	2086020		

METALS DIVISION DIVISION SALES 8.7% DIVISION PROFITS 17.1% DIVISION AD/SALES .0%

TRANSPORTATION DIVISION:	DIVISION SALES	2.6%	DIVISION PROFITS	2.1%	DIVISION AD/SALES	.0%
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NESTLE ALIMENTANA S A										* TOTAL SALES	6953.0	MIL\$ U.S./TOTAL SALES	20.5%	PROFITS/EQUITY	11.3%	*
										* TOTAL ASSETS	5141.0	MIL\$ FOOD/TOTAL ASSETS	95.1%	PROFITS/ASSETS	8.3%	*
OWNERSHIP: SWITZERLAND										* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	94.7%	ADVERTISING/SALES	NA	*
										* MEDIA ADVERTISING	43.4	MIL\$ U.S./TOTAL PROFITS	NA	R&D/SALES	NA	*

INSTANT DRINKS DIVISION SALES NA . DIVISION PROFITS NA . DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NESTLES CO FOOD PRODUCTS PREMIUM OFFER	2066800	4 NESTLES COCOA MIX	2066871
2 MILO CHOCOLATE DRINK	2066871	5 NESTLES GUIK	2066871
3 NESQUICK CHOCOLATE DRINK	2066871	6 NESTLES GUIK SHAKE MIXES	2066871

NESTLE ALIMENTANA S A (CONTINUED)

7 CAIUS COFFEE	2095115	17 TASTERS CHOICE FREEZE-DRIED & DECAFFEINATED	2095219
8 CAIUS COMMERCIAL BLEND COFFEE	2095115	18 NESTEA ICED AND INSTANT TEA MIXES	2095583
9 NESCAFE DECAFFEINATED INSTANT COFFEE	2095215	19 NESTEA ICED TEA MIX	2095583
10 NESCAFE INSTANT AND DECAFFEINATED COFFEE	2095215	20 NESTEA ICED TEA MIX AND CANNED	2095583
11 NESCAFE INSTANT COFFEE	2095215	21 NESTEA INSTANT TEA	2095583
12 NESTLES DE CAF INSTANT COFFEE	2095215	22 NESTEA LOW CALORIE ICED TEA MIX	2095583
13 NESCAFE GOLD CUP FREEZE-DRIED COFFEE	2095219	23 NESTEA MULTI-PRODUCT ADVERTISING	2095583
14 TASTERS CHOICE COFFEE PREMIUM OFFER	2095219	24 NESTEA PREMIUM OFFER	2095583
15 TASTERS CHOICE DECAFFEINATED COFFEE	2095219	25 NESTEA CANNED ICED TEA	2095584
16 TASTERS CHOICE FREEZE-DRIED COFFEE	2095219		

DAIRY PRODUCTS DIVISION SALES 24.4%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GERBER CHEESE	2022000	5 CHAMBOURCY YOGHURTS	2026433
2 SWISS KNIGHT CHEESE	2022000	6 FLANBY DESSERTS	2099193
3 JARLSBERG CHEESE	2022101	7 NESTLES FLAIR DESSERT	2099193
4 WISPRIDE CHEESE SPREADS	2022215	8 VIENNOIS DESSERTS	2099193

CULINARY PRODUCTS DIVISION SALES NA , DIVISION PROFITS NA , DIVISION AD/SALES NA

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LIBBYS CANNED HASH	2013819	12 LIBBYS CANNED VEGETABLES	2033200
2 LIBBYS CANNED STEWS	2013819	13 LIBBYS SPREAD N HEAT PIZZA	2033600
3 LIBBYS CANNED VIENNA SAUSAGE	2013819	14 DUNDEE ORANGE MARMALADE	2033841
4 DEEP BROWN BEANS	2032370	15 MAGGI BOUILLON CUBES	2034211
5 LIBBYS CANNED ALPHA GETTIS	2032400	16 MAGGI INSTANT BOUILLON	2034211
6 LIBBYS CANNED SPAGHETTI	2032462	17 SOUPTIME INSTANT SOUP	2034211
7 CROSSE AND BLACKWELL CO GENERAL PROMOTION	2033000	18 PRICES SANDWICH & SNACK SPREADS	2035429
8 LIBBYS FOODS	2033000	19 NESTLE COOKIE MIX	2045564
9 LIBBYS CANNED FRUIT FLOAT DESSEPT	2033100	20 MINCE SAVOUR MEAT ENHANCER	2075298
10 LIBBYS CANNED FRUITS	2033100	21 NESTLE CANNED PUDDINGS	2099193
11 LIBBYS BUTTER-COOKED VEGETABLES	2033200	22 MAGGI SEASONINGS	2099938

FROZEN FOODS AND ICE CREAM DIVISION SALES 7.6%, DIVISION PROFITS NA , DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 STOUFFERS ICE CREAM	2024013	9 LIBBYLAND ADVENTURE FROZEN DINNER	2036225
2 FINDUS FROZEN FOODS	2038000	10 STOUFFERS FROZEN DINNERS	2036225
3 STOUFFERS BOIL IN BAGS FOODS	2038000	11 STOUFFERS FROZEN ENTREES	2036225
4 STOUFFERS FROZEN FOODS	2038000	12 STOUFFERS FROZEN MACARONI & CHEESE	2036225
5 STOUFFERS FROZEN CAKES	2038115	13 STOUFFERS FROZEN MEAT PIES	2036231
6 STOUFFERS FROZEN CAKES & PEDDI-WIP	2038115	14 STOUFFERS FROZEN SIDE DISHES	2036231
7 STOUFFERS FROZEN DESSERT SOUFFLES	2038115	15 STOUFFERS FROZEN FRENCH BREAD PIZZAS	2036244
8 STOUFFERS FROZEN PASTRY	2038115	16 STOUFFERS FROZEN PIZZA	2036244

CHOCOLATE DIVISION SALES 9.4%, DIVISION PROFITS NA , DIVISION AD/SALES 1.8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LA ROZA BISCUITS	2052210	8 NESTLES REALLY CREAMY CHOCOLATE BAR	2066230
2 SAO LUIZ BISCUITS	2052210	9 NESTLES 5100,000 CANDY BAR	2066230
3 BOZO CHOCOLATE BARS	2066230	10 GALA ASSORTED CHOCOLATES	2066242
4 CAPTAIN KID CHOCOLATE BARS	2066230	11 NESTLES MORSELS	2066242
5 MILKY BAR WHITE CHOCOLATE	2066230	12 NESTLES MORSELS & QUAKER 100% NATURAL CEREAL	2066242
6 NESTLES CHOCO LITE CANDY BAR	2066230	13 SOIR DE FRANCE CHOCOLATES	2066242
7 NESTLES CRUNCH CANDY BAR	2066230	14 SUPER NOISETTES TABLET	2066242

INFANT AND DIETETIC PRODUCTS		DIVISION SALES	7.5%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1 GUISOZ INFANT FORMULA		2023225			
LIQUID DRINKS		DIVISION SALES	NA , DIVISION PROFITS	NA , DIVISION AD/SALES	NA
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1 LIBBYS JUICES-UNSPECIFIED		2033400	6 MELINI CHIANTI		2084010
2 LIBBYS TOMATO JUICE		2033515	7 DEER PARK SPRING WATER		2097000
3 SARI VEGETABLE DRINK		2033598	8 DEER PARK SPRING WATER SWEEPSTAKES		2097000
4 BERINGER/LOS HERMANOS WINES		2094000	9 MINALBA MINERAL WATER		2097000
5 GOLDEN OKTOBER WINE		2084000			
CATERING AND HOTEL BUSINESS		DIVISION SALES	NA , DIVISION PROFITS	NA , DIVISION AD/SALES	NA
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1 BOBS RESTAURANT		5812000	5 SWISS INN RESTAURANTS		5812000
2 CAHILLS RESTAURANTS		5812000	6 STOUFFERS HOTELS		7011000
3 MOVENPICK RESTAURANTS		5812000	7 STOUFFERS INNS		7011000
4 STOUFFERS RESTAURANT		5812000	8 STOUFFERS PINEISLE RESORT HOTEL LAKE LANIER		7011000
COSMETICS AND ESSENCES		DIVISION SALES	NA , DIVISION PROFITS	NA , DIVISION AD/SALES	NA
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1 ELNETT PERFUME		2844200	3 L'OREAL COSMETICS		2844500
2 VU PERFUME		2844200	4 NUTRIN COSMETICS		2844500

ON SIMON, INC		* TOTAL SALES	1739.0 MIL\$ U.S./TOTAL SALES	81.1% PROFITS/EQUITY	11.8% *
*****		* TOTAL ASSETS	1356.0 MIL\$ FOOD/TOTAL SALES	62.9% PROFITS/ASSETS	6.5% *
ERSHIP: U.S. PUBLIC CORP.		* TOTAL ADVERTISING	85.0 MIL\$ U.S. FOOD/U.S. SALES	71.6% ADVERTISING/SALES	4.9% *
		* MEDIA ADVERTISING	47.7 MIL\$ U.S./TOTAL PROFITS	77.7% R&D/SALES	.4% *

FOOD & FOOD SERVICE		DIVISION SALES	46.0%, DIVISION PROFITS	40.1%, DIVISION AD/SALES	2.4%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1 REDDI-WIP INSTANT WHIPPED CREAM		2026263	11 BLUE PLATE MAYONNAISE		2035423
2 HUNT'S BIG JOHN'S BEANS'N FIXINS		2032370	12 SNOWDRIFT SHORTENING		2079110
3 HUNT'S SKILLET DINNERS		2032400	13 WESSON OIL		2079167
4 HUNT-WESSON FOODS		2033600	14 WAKEFIELD'S FROZEN SEAFOOD		2092400
5 HUNT'S PRIMA SALSA SPAGHETTI SAUCE		2033613	15 WAKEFIELD'S FROZEN SHRIMP		2092416
6 HUNT'S SUPREMA SPAGHETTI SAUCES		2033613	16 WAKEFIELD'S FROZEN CRAB MEAT		2092417
7 HUNT'S TOMATO SAUCE		2033613	17 HUNT'S SNACK PACK CANNED DESSERTS		2099193
8 HUNT'S KETCHUP		2033621	18 HUNT'S SQUEEZ MEEZ PUDDINGS		2099193
9 HUNT'S TOMATO PASTE		2033661	19 ORVILLE REDENBACHER'S POPPING CORN		2099985
10 HUNT'S MANAICH SAUCE		2034139			
COSMETICS & FASHION		DIVISION SALES	21.2%, DIVISION PROFITS	19.5%, DIVISION AD/SALES	2.6%
PRODUCT NAME		SIC#	PRODUCT NAME		SIC#
1 HALSTON APPAREL-WOMEN		2330000	5 MAX FACTOR PERFUME		2844200
2 MCCALL'S SEWING PATTERNS		2741396	6 STEPHEN BURROW'S PERFUME		2844200
3 HALSTON PERFUME		2844200	7 MAX FACTOR COSMETICS		2844500
4 MAX FACTOR CREME PERFUME COMPACTS & LOCKETS		2844200	8 MAX FACTOR ERACE		2844500

NORTON SIMON, INC (CONTINUED)

9 MAX FACTOR EYE & CHEEK MAKE-UPS	2844500	19 MAX FACTOR LIP GLOSS	2844521
10 MAX FACTOR GEMINESSE PHOTO FACIAL MASK	2844500	20 MAX FACTOR LIPSTICK	2844521
11 MAX FACTOR MAKE-UP	2844500	21 MAX FACTOR PURE MAGIC LIP & EYE MAKE UP	2844521
12 MAX FACTOR MULTIPRODUCT ADVERTISING	2844500	22 MAX FACTOR PURE MAGIC LIPSTICK	2844521
13 MAX FACTOR PURE MAGIC MEDICATED MAKE-UP	2844500	23 MAX FACTOR ULTRALUCENT LIPSTICK	2844521
14 MAX FACTOR ULTRALUCENT MAKE-UP	2844500	24 MAX FACTOR ULTRALUCENT LIPSTICK & NAIL POLIS	2844521
15 MAX FACTOR ULTRALUCENT MAKE-UP R BLUSH	2844500	25 MAX FACTOR EYE MAKE-UP	2844523
16 MAX FACTOR ULTRALUCENT MULTIPRODUCT ADVERTIS	2844500	26 MAX FACTOR PURE MAGIC EYE MAKE-UP	2844523
17 MAX FACTOR YOGURT SKIN CARE COLLECTION	2844500	27 MAX FACTOR ULTRALUCENT EYE MAKE-UP	2844523
18 MAX FACTOR GEMINESSE BUFF-ON LIP POWDER	2844521	28 MAX FACTOR STRONGHOLD NAIL GUARD KIT	2844531

SOFT DRINKS

DIVISION SALES 10.7%, DIVISION PROFITS 9.1%, DIVISION AD/SALES 3.9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 C PLUS ORANGE BEVERAGE	2086022	4 CANADA DRY GINGER ALE	2086024
2 ORANGE SPOT CARBONATED ORANGE DRINK	2086022	5 CANADA DRY BEVERAGES	2086027
3 BARRELHEAD ROOT BEER	2086024	6 CANADA DRY DIET BEVERAGES	2086029

DISTILLED SPIRITS

DIVISION SALES 9.9%, DIVISION PROFITS 14.8%, DIVISION AD/SALES 6.2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PEDRO DOMECO WINE	2084000	11 OLD W L WELER BOURBON WHISKEY	2085310
2 ALEXIS LICHINE WINES	2084010	12 REBEL YELL BOURBON WHISKEY	2085310
3 CHATEAU LASCOMBES WINES	2084014	13 STITZEL-WELLER'S CANADA DRY BOURBON	2085310
4 HINE COGNAC	2084065	14 PIMMS NO 1 CUP GIN	2085321
5 CABIN STILL BOURBON WHISKEY	2085310	15 STITZEL-WELLER'S CANADA DRY GIN	2085321
6 CRAWFORD'S BLENDED SCOTCH WHISKY	2085310	16 TANQUERAY LONDON GIN	2085321
7 JOHN BEGG SCOTCH	2085310	17 MANDARINE NAPOLEON	2085325
8 JOHNNIE WALKER BLACK LABEL SCOTCH	2085310	18 STITZEL-WELLER'S CANADA DRY VODKA	2085333
9 JOHNNIE WALKER RED LABEL SCOTCH	2085310	19 AALBORG AKVAVIT	2085339
10 OLD FITZGERALD BOURBON WHISKEY	2085310		

PACKAGING & OTHER

DIVISION SALES 12.1%, DIVISION PROFITS 17.6%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FOOTE & DAVIES PRINTERS	2750000		

OLYMPIA BREWING COMPANY	* TOTAL SALES	206.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY	6.5% *
*****	TOTAL ASSETS	69.0 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS	4.4% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	10.5 MIL\$ U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	5.1% *
	* MEDIA ADVERTISING	7.7 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES	.0% *

OLYMPIA BREWING COMPANY

DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 3.5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BUCKHORN BEER	2082114	3 OLYMPIA BEER	2082114
2 HAMM'S BEER	2082114		

PACKERLAND INTERNATIONAL DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

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RETAIL GROUP	DIVISION SALES	21.3%	DIVISION PROFITS	25.9%	DIVISION AD/SALES	.5%
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AGRICULTURAL GROUP DIVISION SALES 21.5%, DIVISION PROFITS 32.9%, DIVISION AD/SALES .0%

INDUSTRIAL FOODS GROUP	DIVISION SALES	51.0%	DIVISION PROFITS	36.6%	DIVISION AD/SALES	.0%
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CONSUMER FOODS GROUP	DIVISION SALES	6.1%	DIVISION PROFITS	4.6%	DIVISION AD/SALES	.6%
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BEVERAGES	DIVISION SALES	46.0%	DIVISION PROFITS	45.0%	DIVISION AD/SALES	2.9%
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FOOD	DIVISION SALES	35.0%	DIVISION PROFITS	37.0%	DIVISION AD/SALES	1.9%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MRS CUBBISON'S DRESSINGS	2035430	3 CHEE-TOS SNACKS	2099200
2 ROLD GOLD PRETZELS	2052151	4 FRITOS PRONTOS	2099200

5 FRITOS SNACKS	2099200	11 MUNCHOS POTATO CRISP SNACKS	2099212
6 SABRITAS POTATO CHIPS	2099210	12 RUFFLES POTATO CHIPS	2099212
7 CRISPIE POTATO CHIPS	2099212	13 SUN CHIPS	2099212
8 CRUNCH BARREL POTATO CHIPS	2099212	14 DORITOS TORTILLA CHIPS	2099261
9 FRITOS FRENCHIPS	2099212	15 FRITOS CORN CHIPS	2099261
10 LAYS POTATO CHIPS	2099212		

TRANSPORTATION DIVISION SALES 9.0%, DIVISION PROFITS 8.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NORTH AMERICAN VAN LINES MOVING SERVICE	4210000		

SPORTING GOODS DIVISION SALES 10.0%, DIVISION PROFITS 10.0%, DIVISION AD/SALES 1.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 WILSON SPORTSWEAR MEN	2321000	10 WILSON GOLF BALLS	3949231
2 BILLY CASPER GOLF EQUIPMENT	3949200	11 WALTER HAGEN GOLF CLUBS	3949240
3 JOHNNY MILLER GOLF EQUIPMENT	3949200	12 WILSON GOLF CLUBS	3949240
4 MICKEY WRIGHT GOLF EQUIPMENT	3949200	13 CHRISSIE EVERT AUTOGRAPH TENNIS RACKETS	3949581
5 PATTY BERG GOLF EQUIPMENT	3949200	14 JACK KRAMER TENNIS EQUIPMENT	3949581
6 SAM SNEAD GOLF EQUIPMENT	3949200	15 STAN SMITH TENNIS EQUIPMENT	3949581
7 WALTER HAGEN GOLF EQUIPMENT	3949200	16 WILSON TENNIS BALLS	3949581
8 WILSON GOLF EQUIPMENT	3949200	17 WILSON TENNIS EQUIPMENT	3949581
9 WILSON STAFF GOLF EQUIPMENT	3949200	18 WILSON TENNIS RACKETS	3949581

 PERDUE FOODS INC * TOTAL SALES 175.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
 ***** TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 1.4 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

PERDUE FOODS INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PERDUE CHICKENS	2016100		

 PET INCORPORATED * TOTAL SALES 1011.0 MIL\$ U.S./TOTAL SALES 95.0% PROFITS/EQUITY 8.8% *
 ***** TOTAL ASSETS 477.0 MIL\$ FOOD/TOTAL SALES 65.5% PROFITS/ASSETS 6.7% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 29.6 MIL\$ U.S. FOOD/U.S. SALES 68.6% ADVERTISING/SALES 2.9% *
 * MEDIA ADVERTISING 6.3 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES NA *

CONVENIENCE & SPECIALTY FOODS DIVISION SALES 34.6%, DIVISION PROFITS 25.8%, DIVISION AD/SALES 1.4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MOUNTAIN PASS FOOD	2000000	11 PET-RITZ FROZEN PIECRUST SHELLS	2038115
2 ORLEANS FOODS	2000000	12 QUICK-STUFF FROZEN STUFFING	2038115
3 REESE FOODS	2000000	13 HEARTLAND NATURAL CEREALS	2043010
4 OLD EL PASO FOOD PRODUCTS	2032493	14 DOWNY FLAKE FROZEN FRENCH TOAST	2051315
5 OLD EL PASO TACO SHELLS & SAUCE	2032493	15 WHITMAN'S CANDIES	2065000
6 MUSSELMAN'S PASTRY AND PIE FILLING	2033100	16 FUNSTEN NUT PRODUCTS	2065811
7 MUSSELMAN'S APPLD PRODUCTS	2033171	17 GULF BELLE FOODS	2090000
8 DOWNYFLAKE FROZEN EASY JACKS	2038115	18 DENTLER-FACS FOOD SNACKS	2099200
9 DOWNYFLAKE FROZEN PANCAKES	2038115	19 DENTLER-FACS POTATO CHIPS	2099210
10 DOWNYFLAKE FROZEN WAFFLES	2038115	20 DITTOS POTATOE CHIPS	2099210

PET INCORPORATED (CONTINUED)

21 LAURA SCUDDER'S POTATO CHIPS
22 LAURA SCUDDER'S CORN CHIPS
23 LAURA SCUDDER'S POWUITOS CHIPS

2099210
2099261
2099298

24 HEARTLAND NATURAL SYRUP
25 LAURA SCUDDER'S PEANUT BUTTER

2099310
2099944

MILK & DAIRY PRODUCTS

DIVISION SALES 30.9%, DIVISION PROFITS 27.3%, DIVISION AD/SALES .5%

PRODUCT NAME	SIC#
1 SEGO LIQUID DIET FOOD & SPOON-UP PUDDING	2000000
2 SEGO MULTIPRODUCT ADVERTISING	2000000
3 PET EVAPORATED MILK	2023212
4 PET ICE CREAM	2024013
5 HODDS DAIRY PRODUCTS	2026200
6 PET MILK	2026200
7 PET SOUR CREAM	2026245

PRODUCT NAME	SIC#
8 PET MAYONNAISE	2035423
9 PET COOLIE FRUIT DRINKS	2086090
10 PET FRUIT DRINKS	2086090
11 SKOOTER PUNCH	2086090
12 PET FROZEN NON-DAIRY TOPPING	2099966
13 OLD FASHIONED MILK SOAP	2841311

STORE ENVIRONMENTS & DISTRIBUTION SERVICES DIVISION SALES 21.9%, DIVISION PROFITS 34.6%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#
1 HUSSMANN REFRIGERATED STORE EQUIPMENT	3585300

PRODUCT NAME	SIC#

SPECIALTY RETAILING & CONSUMER SERVICES DIVISION SALES 12.7%, DIVISION PROFITS 12.4%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#
1 STUCKEY'S CANDIES	2065000
2 MR PANEL PANELING & ACCESORIES	2435000
3 TUCKEY'S FOOD STORES	5411000
4 STUCKEY'S RESTAURANTS	5812000

PRODUCT NAME	SIC#
5 VENDOME PARTY CENTERS	5921000
6 905 PARTY CENTERS	5921000
7 SCHRAFFTS RESTAURANT MOTOR INN	7011000

 PHILLIP MORRIS INCORPORATED * TOTAL SALES 2564.0 MIL\$ U.S./TOTAL SALES 74.7% PROFITS/EQUITY 17.2% *
 ***** TOTAL ASSETS 3134.0 MIL\$ FOOD/TOTAL SALES 91.0% PROFITS/ASSETS 11.0% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 12.6 MIL\$ U.S. FOOD/U.S. SALES 87.9% ADVERTISING/SALES .5% *
 * MEDIA ADVERTISING 92.0 MIL\$ U.S./TOTAL PROFITS 85.9% R&D/SALES NA *

PHILLIP MORRIS USA

DIVISION SALES 42.3%, DIVISION PROFITS 68.4%, DIVISION AD/SALES 6.0%

PRODUCT NAME	SIC#
1 MARLBORO MULTIPRODUCT ADVERTISING	2111000
2 MARLBORO CIGARETTES	2111010
3 MARLBORO FILTER CIGARETTES	2111010
4 MARLBORO LIGHT FILTER CIGARETTES	2111010
5 MERIT LOW TAR CIGARETTES	2111010
6 MIYACO FILTER CIGARETTES	2111010
7 PARLIAMENT CIGARETTES	2111010
8 PARLIAMENT FILTER CIGARETTES	2111010
9 VIRGINIA SLIMS CIGARETTES	2111010
10 VIRGINIA SLIMS FILTER CIGARETTES	2111010
11 BENSON & HEDGES 100'S	2111018

PRODUCT NAME	SIC#
12 PARLIAMENT 100'S FILTER CIGARETTES	2111018
13 SARATOGA 120'S MENTHOL & FILTER CIGARETTES	2111018
14 VIRGINIA SLIMS 100'S & MENTHOL CIGARETTES	2111018
15 VIRGINIA SLIMS 120'S FILTER REGULAR & MENTHOL	2111018
16 FLICKER LADIES SAFETY RAZOR	3421200
17 GEM RAZOR BLADES	3421200
18 PERSONNA DOUBLE II RAZOR	3421200
19 PERSONNA DOUBLE II RAZOR BLADES	3421200
20 PERSONNA DOUBLE II SHAVING SYSTEM	3421200
21 PERSONNA RAZOR BLADES	3421200
22 PERSONNA THE LADY DOUBLE II SHAVER	3421200

PHILLIP MORRIS INTERNATIONAL

DIVISION SALES 25.3%, DIVISION PROFITS 22.9%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#
1 LINDEMAN WINES	2084210
2 ASTOR CIGARETTES	2111010
3 BELVEDERE CIGARETTES	2111010
4 BRUNETTE CIGARETTES	2111010

PRODUCT NAME	SIC#
5 FLINT CIGARETTES	2111010
6 FORTUNA CIGARETTES	2111010
7 K-2 FILTER CIGARETTES	2111010
8 MARK TEN CIGARETTES	2111010

PHILLIP MORRIS INCORPORATED (CONTINUED)

9 MARLBORO CIGARETTES	2111010	13 SHELTON CIGARETTES	2111010
10 MARATHI AMBADOR CIGARETTES	2111010	14 VISCOUNT CIGARETTES	2111010
11 PHILLIP MORRIS INTERNATIONAL CIGARETTES	2111010	15 BENSON & HEDGES 100'S CIGARETTES	2111018
12 RED & WHITE CIGARETTES	2111010		

MILLER BREWING COMPANY	DIVISION SALES	23.8%, DIVISION PROFITS	5.8%, DIVISION AD/SALES	3.5%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LITE BEER	2082114	5 MILLER HIGH LIFE BEER	2082114
2 LOWENBRAU MUENCHEN BEER	2082114	6 MILWAUKEE'S BEST BEER	2082114
3 MEISTER BRAU BEER	2082114	7 MILLER HIGH LIFE ALE	2082119
4 MEISTER BRAU LITE BEER	2082114	8 MILLER HIGH LIFE MALT LIQUOR	2082451

PHILLIP MORRIS INDUSTRIAL	DIVISION SALES	5.9%, DIVISION PROFITS	1.6%, DIVISION AD/SALES	.0%
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MISSION VIEJO COMPANY	DIVISION SALES	2.8%, DIVISION PROFITS	1.2%, DIVISION AD/SALES	.0%
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PILLSBURY COMPANY	* TOTAL SALES	1422.0 MIL\$ U.S./TOTAL SALES	90.6% PROFITS/EQUITY	12.1% *
*****	* TOTAL ASSETS	671.0 MIL\$ FOOD/TOTAL SALES	55.2% PROFITS/ASSETS	10.2% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	48.3 MIL\$ U.S. FOOD/U.S. SALES	50.6% ADVERTISING/SALES	3.4% *
	* MEDIA ADVERTISING	36.4 MIL\$ U.S./TOTAL PROFITS	96.6% P&D/SALES	.7% *

AGRI-PRODUCTS	DIVISION SALES	23.9%, DIVISION PROFITS	27.6%, DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BITSYN NUTMEAT EXTENDER	2075298		

CONSUMER PRODUCTS	DIVISION SALES	44.4%, DIVISION PROFITS	36.0%, DIVISION AD/SALES	3.1%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PILLSBURY POTATOES	2033270	24 PILLSBURY REFRIGERATED DINNER ROLLS	2045575
2 HUNGRY JACK INSTANT MASHED POTATOES	2034131	25 PILLSBURY REFRIGERATED DINNER ROLLS & RATH H	2045575
3 TOTINO'S FROZEN PIZZA	2036244	26 PILLSBURY REFRIGERATED DINNER ROLLS & TABASC	2045575
4 BALLARD FAMILY FLOUR PRODUCTS	2041121	27 PILLSBURY REFRIGERATED QUICK MUFFINS	2045575
5 BEST FLOUR	2041121	28 PILLSBURY REFRIGERATED ROLL DOUGH	2045575
6 BEST FLOUR & RED STAR YEAST	2041121	29 PILLSBURY ALL READY REFRIGERATED PIE CRUST	2045579
7 PILLSBURY FLOUR BLUE BONNET MARGARINE & FLEI	2041121	30 PILLSBURY REFRIGERATED EGG BASKETS	2045579
8 BASIC BUNDT CAKE MIXES	2045553	31 PILLSBURY REFRIGERATED PIZZA DOUGH	2045579
9 PILLSBURY BROWNIE MIX & PETER PAN PEANUT BUT	2045553	32 REFRIGERATED WIENER WRAP	2045579
10 STREUSEL SWIRL DESSERT CAKE MIX	2045553	33 WIENER WRAP & SWIFTS FRANKS	2045579
11 PILLSBURY PIE CRUST MIX & BORDENS MINCEMEAT	2045558	34 PILLSBURY REFRIGERATED SWEET ROLLS	2051398
12 SWEET'N SIMPLE SWEET ROLL MIX	2045561	35 PILLSBURY REFRIGERATED PASTRIES	2051611
13 PILLSBURY BREAD MIXES	2045566	36 PILLSBURY REFRIGERATED COOKIES	2052210
14 BALLARD REFRIGERATED DOUGH BAKERY PRODUCTS	2045570	37 FIGURINES DIET BAR	2065100
15 PILLSBURY DOUGH PROD & SWIFTS SAUSAGE	2045570	38 PILLSBURY CAKE & COOKIE DECORATOR	2065400
16 HUNGRY JACK REFRIGERATED BISCUITS	2045571	39 SOUVRAIN WINES	2084000
17 PILLSBURY PRE-BAKED BISCUITS	2045571	40 FUNNY FACE DRINK MIXES	2086090
18 PILLSBURY REFRIGERATED BISCUITS	2045571	41 SQUEEZE DRINK MIX	2087400
19 PILLSBURY REFRIGERATED & PRE-BAKED BISCUITS	2045571	42 SWEET 10 LIQUID SWEETENER	2099310
20 1869 BRAND REFRIGERATED BISCUITS	2045571	43 FROST'N SWIRL FROSTING MIX	2099993
21 PILLSBURY REFRIGERATED COOKIE KIT	2045573	44 PILLSBURY FROSTING MIX	2099993
22 HOT LOAF REFRIGERATED BREAD DOUGH	2045575	45 PURE BREW COFFEE FILTERS	2621000
23 PILLSBURY REFRIGERATED DANISH SWIRLS	2045575	46 WILTON ENTERPRISES MISCELLANEOUS	3469400

RESTAURANTS

DIVISION SALES 31.0%, DIVISION PROFITS 35.3%, DIVISION AD/SALES 3.8%

PRODUCT NAME
 1 BENNIGAN'S RESTAURANTS
 2 BURGER KING RESTAURANTS
 3 GRANNY'S ATTIC RESTAURANTS
 4 HUNGRY JACK RESTAURANTS
 5 HUNGRY LION RESTAURANTS

SIC#
 5812000
 5812000
 5812000
 5812000
 5812000

PRODUCT NAME
 6 JOLLY OX RESTAURANTS
 7 POPPIN FRESH PIE SHOPS
 8 STEAK AND ALE RESTAURANTS
 9 THREE CROWNS RESTAURANTS

SIC#
 5812000
 5812000
 5812000
 5812000

INTERNATIONAL

DIVISION SALES .7%, DIVISION PROFITS 1.1%, DIVISION AD/SALES .0%

PRODUCT NAME
 1 ERASCO CANNED READY MEALS

SIC#
 2032400

PRODUCT NAME
 2 WIENER WRAP

SIC#
 2045579

***** PROCTER & GAMBLE COMPANY *****

 * TOTAL SALES 6513.0 MIL\$ U.S./TOTAL SALES 75.0% PROFITS/EQUITY 17.0% *
 * TOTAL ASSETS 3653.0 MIL\$ FOOD/TOTAL SALES 24.5% PROFITS/ASSETS 12.4% *
 * TOTAL ADVERTISING 392.6 MIL\$ U.S. FOOD/U.S. SALES 24.6% ADVERTISING/SALES 6.0% *
 * MEDIA ADVERTISING 279.2 MIL\$ U.S./TOTAL PROFITS 80.8% R&D/SALES 2.1% *

OWNERSHIP: U.S. PUBLIC CORP.

LAUNDRY AND CLEANING PRODUCTS

DIVISION SALES 41.2%, DIVISION PROFITS NA , DIVISION AD/SALES 4.0%

PRODUCT NAME
 1 PROCTER & GAMBLE HOUSEHOLD PRODUCTS
 2 BOLD DETERGENT
 3 CASCADE DISHWASHER DETERGENT
 4 CHLOR LAUNDRY DETERGENT
 5 DASH DETERGENT
 6 DAWN DISHWASHING LIQUID
 7 DREFT DETERGENT
 8 DUZ DETERGENT
 9 ERA LIQUID DETERGENT
 10 GAIN DETERGENT
 11 IVORY LIQUID DETERGENT
 12 IVORY SNOW POWDER
 13 JOY LIQUID DETERGENT

SIC#
 2841000
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200

PRODUCT NAME
 14 JOY & CHEER DETERGENTS
 15 MR CLEAN ALL PURPOSE CLEANER
 16 OXYDOL LAUNDRY DETERGENT
 17 SALVO TABLET DETERGENT
 18 SPIC & SPAN CLEANER
 19 THRILL LIQUID DETERGENT
 20 TIDE LAUNDRY DETERGENT
 21 TOP JOB CLEANER
 22 COMET CLEANSER
 23 BIZ PRE-SOAK LAUNDRY AID
 24 BOUNCE FABRIC SOFTNER
 25 CONTROL STATIC FRESHNER
 26 DAWNY FABRIC SOFTENER

SIC#
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841200
 2841253
 2841261
 2842394
 2842394
 2842394

PERSONAL CARE PRODUCTS

DIVISION SALES 28.8%, DIVISION PROFITS NA , DIVISION AD/SALES 6.8%

PRODUCT NAME
 1 RELY TAMPONS
 2 POSH PUFFS FACIAL TISSUES
 3 PUFFS FACIAL TISSUE
 4 CHARMIN TOILET TISSUE
 5 WHITE CLOUD TOILET TISSUE
 6 ALWAYS BATHROOM HAND & FACE TOWELS
 7 BOUNTY PAPER TOWELS
 8 PAMPERS DISPOSABLE DIAPERS
 9 CAMAY SOAP
 10 COAST DEODORANT SOAP
 11 IVORY BAR SOAP
 12 LAVA HAND SOAP
 13 SAFEGUARD DEODORANT SOAP
 14 ZEST DEODORANT SOAP
 15 PROCTER & GAMBLE TOILETRIES MULTIPRODUCT ADV

SIC#
 2647151
 2647211
 2647211
 2647240
 2647240
 2647275
 2647275
 2647287
 2841311
 2841311
 2841311
 2841311
 2841311
 2841311
 2841311
 2841311

PRODUCT NAME
 16 HEAD & SHOULDERS LOTION SHAMPOO
 17 HEAD & SHOULDERS SHAMPOOS
 18 PRELL CONCENTRATE SHAMPOO
 19 PRELL LIQUID SHAMPOO
 20 PRELL SHAMPOOS & SECRET DEODORANTS
 21 LILT HOME PERMANENT
 22 CREST TOOTH PASTE
 23 GLEEM II TOOTHPASTE
 24 GLEEM TOOTHPASTE
 25 EXTEND MOUTHWASH/GARGLE
 26 SCOPE MOUTHWASH
 27 SECRET SUPER SPRAY DEODORANT
 28 SURE ANTIPERSPIRANT SPRAY
 29 SECRET DRY FORMULA ANTI-PERSPIRANT
 30 SURE ANTIPERSPIRANT ROLL-ON

SIC#
 2844300
 2844300
 2844300
 2844300
 2844336
 2844411
 2844411
 2844411
 2844473
 2844473
 2844527
 2844527
 2844528
 2844528

FOOD PRODUCTS

DIVISION SALES 23.0%, DIVISION PROFITS NA , DIVISION AD/SALES 3.0%

PRODUCT NAME	SIC#
1 PROCTER & GAMBLE FOOD PRODUCTS	2000000
2 DUNCAN HINES BROWNIE MIX	2045553
3 DUNCAN HINES CAKE MIXES	2045553
4 DUNCAN HINES MOIST & EASY SNACK CAKE MIXES	2045553
5 DUNCAN HINES MUFFIN MIX	2045566
6 CRISCO VEGETABLE SHORTENING	2079112
7 CRISCO OIL	2079167

PRODUCT NAME	SIC#
8 FOLGERS REGULAR COFFEE	2095115
9 HIGH POINT DECAFFEINATED COFFEE REGULAR	2095115
10 FOLGERS INSTANT COFFEE	2095215
11 FOLGERS INSTANT COFFEE CRYSTALS	2095215
12 PRINGLES NEWFANGLED POTATO CHIPS	2099212
13 JIF PEANUT BUTTER	2099944

OTHER

DIVISION SALES 7.0%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PUBLICKER INDUSTRIES INC	* TOTAL SALES	212.0 MIL\$ U.S./TOTAL SALES	88.7% PROFITS/EQUITY	-1.0% *
*****	TOTAL ASSETS	147.0 MIL\$ FOOD/TOTAL SALES	74.5% PROFITS/ASSETS	3.4% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	3.3 MIL\$ U.S. FOOD/U.S. SALES	71.3% ADVERTISING/SALES	1.6% *
*****	* MEDIA ADVERTISING	1.9 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

INDUSTRIAL

DIVISION SALES 25.0%, DIVISION PROFITS 170.6%, DIVISION AD/SALES .0%

BEVERAGES

DIVISION SALES 74.5%, DIVISION PROFITS -70.6%, DIVISION AD/SALES 1.2%

PRODUCT NAME	SIC#
1 TROVADOR PORTUGUESE ROSE	2084016
2 BORGES PORTO WINE	2084021
3 CANADIAN BREEZE IMPORTED CANADIAN WHISKY	2085310
4 CONTINENTAL'S CHARTER OAK BOURBON WHISKY	2085310
5 COUNTY FAIR BOURBON WHISKY	2085310
6 EMBASSY CLUB IMPORTED CANADIAN WHISKY	2085310
7 GLEN FLAGLER MALT WHISKY	2085310
8 GLEN-MAVIS SCOTCH WHISKY	2085310
9 GOVERNOR'S CLUB BLENDED WHISKY	2085310
10 HALLER'S BLENDED WHISKY	2085310
11 INVER HOUSE GREEN PLAID SCOTCH WHISKY	2085310
12 INVER HOUSE RED PLAID SCOTCH WHISKY	2085310
13 KINSEY BLENDED WHISKY	2085310
14 MACARTHURS SCOTCH WHISKY	2085310
15 OLD HICKORY 10 YEARS OLD BOURBON WHISKY	2085310
16 OLD HICKORY 6 YEARS OLD BOURBON WHISKY	2085310
17 PHILADELPHIA BLENDED WHISKY	2085310

PRODUCT NAME	SIC#
18 PINWINNIE ROYALE SCOTCH WHISKY	2085310
19 RITTENHOUSE RYE WHISKY	2085310
20 DIXIE BELLE GIN	2085321
21 GOLDSTREAM GIN	2085321
22 GOVERNOR'S CLUB GIN	2085321
23 HALLER'S GIN	2085321
24 KINSEY GIN	2085321
25 CAFFE LOLITA COFFEE LIQUEUR	2085325
26 GOVERNOR'S CLUB VODKA	2085333
27 HALLER'S VODKA	2085333
28 KULOV VODKA	2085333
29 MOSKOVSKAVA VODKA	2085333
30 SKOL VODKA	2085333
31 STOLICHNAYA VODKA	2085333
32 LA CONGA RUM	2085337
33 SEVILLA RUM	2085337

QUAKER OATS COMPANY	* TOTAL SALES	1473.0 MIL\$ U.S./TOTAL SALES	71.3% PROFITS/EQUITY	12.3% *
*****	TOTAL ASSETS	855.0 MIL\$ FOOD/TOTAL SALES	68.4% PROFITS/ASSETS	7.8% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	57.8 MIL\$ U.S. FOOD/U.S. SALES	71.5% ADVERTISING/SALES	3.9% *
*****	* MEDIA ADVERTISING	26.7 MIL\$ U.S./TOTAL PROFITS	75.0% R&D/SALES	1.3% *

U S FOODS

DIVISION SALES 31.6%, DIVISION PROFITS NA , DIVISION AD/SALES 3.4%

PRODUCT NAME	SIC#
1 WOLF BRAND CANNED BEEF STE.	2013819

PRODUCT NAME	SIC#
2 WOLF BRAND CANNED CHILI	2032386

3 AUNT JEMIMA FROZEN WAFFLES & FRENCH TOAST 2038115
 4 CELESTE FROZEN PIZZA 2038244
 5 AUNT JEMIMA FROZEN PANCAKE BATTER 2038311
 6 AUNT JEMIMA FLOUR 2041121
 7 QUAKER CORN MEAL 2041311
 8 QUAKER QUICK GRITS 2041321
 9 CAPY CRUNCH CEREAL 2043010
 10 JEAN LAFOOTES CINNAMON CRUNCH CEREAL 2043010
 11 KING VITAMIN CEREALS 2043010
 12 LIFE CEREAL 2043010
 13 MUFFETS CEREAL 2043010
 14 QUAKER HARVEST CRUNCH CEREAL 2043010

15 QUAKER KING VITAMIN CEREAL 2043010
 16 QUAKER PUFFED RICE & PUFFED WHEAT 2043010
 17 QUAKER SHREDDED WHEAT 2043012
 18 QUAKER 100% NATURAL CEREAL 2043015
 19 QUAKER OATS & INSTANT OATMEAL 2043053
 20 QUAKER MASA HARINA 2045500
 21 AUNT JEMIMA PANCAKE MIX 2045551
 22 FLAKO PIE CRUST MIX & COMSTOCK PIE FILLING 2045558
 23 AUNT JEMIMA CORN MEAL MIX 2045568
 24 MAS TRIGO FLOUR MIX 2045568
 25 AUNT JEMIMA SYRUP 2099310

U S PET FOODS

DIVISION SALES 14.6%, DIVISION PROFITS NA , DIVISION AD/SALES 1.2%

PRODUCT NAME SIC#
 1 KEN-L RATION CANNED DOG FOOD 2047121
 2 KEN-L RATION BURGERS 2047131
 3 PUSS N BOOTS CAT FOOD 2047140
 4 PUSS N BOOTS SPECIAL MENU CAT FOOD 2047140

PRODUCT NAME SIC#
 5 PAMPER CANNED CAT FOOD 2047141
 6 PUSS N BOOTS CANNED CAT FOOD 2047141
 7 PUSS N BOOTS MOIST MEALS CAT FOOD 2047156

CANADA GROCERY PRODUCTS

DIVISION SALES 5.4%, DIVISION PROFITS 3.8%, DIVISION AD/SALES .0%

INTERNATIONAL GROCERY PRODUCTS

DIVISION SALES 17.4%, DIVISION PROFITS 14.2%, DIVISION AD/SALES .0%

FISHER-PRICE TOYS

DIVISION SALES 14.3%, DIVISION PROFITS NA , DIVISION AD/SALES 3.8%

PRODUCT NAME SIC#
 1 FISHER-PRICE DOLLS 3942000
 2 MARX DOLLS 3942000
 3 MARX GAMES 3944100

PRODUCT NAME SIC#
 4 FISHER-PRICE TOYS 3944200
 5 MARX TOYS 3944200

BURRY

DIVISION SALES 4.6%, DIVISION PROFITS NA , DIVISION AD/SALES .1%

PRODUCT NAME SIC#
 1 BURRYS COOKIES AND CRACKERS 2052000

PRODUCT NAME SIC#

MAGIC PAN

DIVISION SALES 2.4%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

NEEDLECRAFT

DIVISION SALES 2.5%, DIVISION PROFITS NA , DIVISION AD/SALES .1%

PRODUCT NAME SIC#
 1 WONDER ART NEEDLECRAFT KITS 3944200

PRODUCT NAME SIC#
 2 HERRSCHNERSMAIL ORDER HOUSE 5961000

CHEMICALS

DIVISION SALES 7.1%, DIVISION PROFITS 9.5%, DIVISION AD/SALES .0%

TOBACCO DIVISION SALES 57.0%, DIVISION PROFITS 42.7%, DIVISION AD/SALES 5.4%

TRANSPORTATION	DIVISION SALES	21.8%	DIVISION PROFITS	10.6%	DIVISION AD/SALES	.0%
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PETROLEUM	DIVISION SALES	12.5%	DIVISION PROFITS	23.1%	DIVISION AD/SALES	.0%
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OTHER	DIVISION SALES	8.7%,	DIVISION PROFITS	3.6%,	DIVISION AD/SALES	3.8%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 R.J. REYNOLDS FOODS MULTI-PRODUCT ADVERTISING	2000000	12 HAWAIIAN PUNCH CONCENTRATE	2033494
2 COLLEGE INN CHICKEN AND BEEF SPECIALTIES	2013819	13 CHUN KING FROZEN CHOW MEIN	2038244
3 ESKIMO PIES	2024097	14 CHUN KING FROZEN DINNERS	2038244
4 CHUN KING FOODS ADVERTISEMENT	2030000	15 CHUN KING FROZEN EGG ROLLS	2038244
5 CHUN KING MIXES	2030000	16 PATIO FROZEN FOODS	2038244
6 CHUN KING CANNED AND FROZEN DINNERS	2032468	17 BIG BUNCH DRINKS	2087436
7 CHUN KING CANNED CHOW MEIN	2032468	18 HAWAIIAN PUNCH CRYSTALS	2087436
8 HAWAIIAN CANNED PUNCH	2033471	19 MY-T-FINE PUDDINGS AND PIE FILLINGS	2099113
9 HAWAIIAN PUNCH ADVERTISING	2033471	20 BRER RABBIT MOLASSES AND SYRUPS	2099310
10 HAWAIIAN PUNCH WITH LOW SUGAR	2033471	21 VERMONT MAID SYRUPS	2099310
11 SUNKIST SUNSHINE GOLD FRUIT DRINK	2033471	22 DAVIS BAKING POWDER	2099411

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R.S.N. PROJECTS DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

CONSUMER PRODUCTS	DIVISION SALES	29.4%	DIVISION PROFITS	48.0%	DIVISION AD/SALES	5.6%
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AGRICULTURAL PRODUCTS DIVISION SALES 36.3%, DIVISION PROFITS 26.0%, DIVISION AD/SALES .0%

RESTAURANT DIVISION SALES 10.2%, DIVISION PROFITS 14.0%, DIVISION AD/SALES 1.9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BARCLAY JACK'S	5812000	6 MOUNTAIN JACK'S	5812000
2 BOAR'S HEAD	5812000	7 STAG & HOUND	5812000
3 HUNGRY HUNTER	5812000	8 THE BOAT HOUSE	5812000
4 JACK-IN-THE-BOX RESTAURANTS	5812000	9 THE DRY DOCK	5812000
5 MONTEREY JACK'S	5812000	10 TORTILLA FLATS	5812000

INTERNATIONAL

DIVISION SALES 24.1%, DIVISION PROFITS 12.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BONZO PET FOOD	2047100	5 PURINA CHUCK WAGON	2047100
2 CHECKERBOARD PET FOODS	2047100	6 PURINA PET FOODS	2047100
3 FELIX PET FOODS	2047100	7 PURINA CHOW DOG FOOD	2047125
4 LATZ PET FOODS	2047100		

RAPID-AMERICAN CORPORATION	* TOTAL SALES	2296.0 MIL\$ U.S./TOTAL SALES	98.5% PROFITS/EQUITY	3.0% *
*****	* TOTAL ASSETS	1480.0 MIL\$ FOOD/TOTAL SALES	20.6% PROFITS/ASSETS	8.1% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	91.8 MIL\$ U.S. FOOD/U.S. SALES	21.0% ADVERTISING/SALES	4.0% *
	* MEDIA ADVERTISING	21.7 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	.0% *

ALCOHOLIC BEVERAGES

DIVISION SALES 34.4%, DIVISION PROFITS 43.3%, DIVISION AD/SALES 2.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ACKERMAN-LAURENCE WINES	2084010	32 J.W.DANT OLDE BOURBON WHISKY	2085310
2 BICHOT WINES	2084010	33 J.W.DANT SCOTCH WHISKY	2085310
3 CAMBAS WINES	2084010	34 MACNAUGHTON CANADIAN WHISKY	2085310
4 CRUZ GARCIA SANGRIA WINE	2084010	35 MELPOSE RARE BLENDED WHISKY	2085310
5 CUPRAMONTANA WINES	2084010	36 OLD CHARTER BOURBON WHISKY	2085310
6 DREYFUS ASHEY & CO INC IMPORTED WINES	2084010	37 OLD CHAUNCEY WHISKY	2085310
7 DUBONNET WINES	2084010	38 PARK & TILFORD BLENDED WHISKY	2085310
8 FONTANAFREDDA WINES	2084010	39 PETER DAWSON SCOTCH WHISKY	2085310
9 FRATELLI LAMBRUSCO WINES	2084010	40 RED SATIN BLENDED WHISKY	2085310
10 MATEUS WINE	2084010	41 SCHENLEY MULTIPRODUCT ADVERTISING	2085310
11 RED BARON WINES	2084010	42 SCHENLEY O F C CANADIAN WHISKY	2085310
12 RIVERA WINES	2084010	43 SCHENLEY RESERVE WHISKY	2085310
13 SIGLO WINES	2084010	44 THREE FATHERS BLENDED WHISKY	2085310
14 VEKRAZZANO WINES	2084010	45 DOORNKAAFT GIN	2085321
15 KRUG CHAMPAGNE	2084031	46 PLYMOUTH GIN	2085321
16 STUCK VERMOUTH	2084041	47 SCHENLEY GIN & VODKA	2085321
17 ASBACH URALT BRANDY	2084065	48 SEAGERS GIN	2085321
18 CORONET BRANDY	2084065	49 BLACKBERRY JULEP	2085325
19 J.BAVET BRANDY	2084065	50 CUARENTA Y TRES LIQUEURS	2085325
20 OTARD COGNAC	2084065	51 CUSENIER CORDIALS	2085325
21 STOCK BRANDY	2084065	52 DU BOUCHETT CORDIALS	2085325
22 ANCESTOR SCOTCH WHISKY	2085310	53 DUCHALET CORDIALS	2085325
23 ANCIENT AGE BOURBON WHISKY	2085310	54 GALLWEYS LIQUEUR	2085325
24 CHAMPION BOURBON WHISKY	2085310	55 GLAYVA LIQUEUR	2085325
25 DEWARS ANCESTOR SCOTCH	2085310	56 LILLET LIQUEURS	2085325
26 DEWARS BLENDED SCOTCH WHISKY	2085310	57 SA'ALA COFFEE LIQUEUR	2085325
27 ECHO SPRING BOURBON WHISKY	2085310	58 STREGA LIQUORE	2085325
28 GEORGE DICKEL WHISKY	2085310	59 SAMOVAR VODKA	2085333
29 GRANDE CANADIAN WHISKY	2085310	60 RON CARIOCA PUERTO RICAN RUM	2085337
30 J.W.HARPER BOURBON WHISKY	2085310	61 VIRGIN ISLANDS RUM	2085337
31 J.W.DANT BOURBON WHISKY	2085310	62 OLE TEQUILA	2085339

RETAIL MERCHANDISING

DIVISION SALES 58.9%, DIVISION PROFITS 77.1%, DIVISION AD/SALES .7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RAPID-AMERICAN CUPP RETAIL STORES	5330000	4 H.L.GREEN VARIETY STORES	5331000
2 BRITTS DEPARTMENT STORES (MISCELLANEOUS)	5311000	5 J.J.NEWBERRY VARIETY STORES	5331000
3 S.KLEIN DEPARTMENT STORES	5311000	6 MCCURRY VARIETY STORES	5331000

RAPID-AMERICAN CORPORATION (CONTINUED)

7 MCLELLAN VARIETY STORES 5331000
 8 OTASCO AUTOMOTIVE AND HOME ACCESORIES STORES 5531000
 9 LERNER SHOPS (WOMEN'S AND CHILDREN'S APPAPEL 5621000

10 HOLLAND HOUSE CAFETERIAS 5812000
 11 WM. TALLY HOUSE CAFETERIAS 5812000
 12 HARRISONS STORES (RETAIL OF FABRICS AND DRAP 5949000

CONSUMER PRODUCTS

DIVISION SALES 6.7%, DIVISION PROFITS -20.4%, DIVISION AD/SALES .3%

PRODUCT NAME	SIC#
1 BOTANY 500 COATS & SUITS MEN	2311000
2 BOTANY 500 SUITS & SPORTSWEAR MEN	2311000
3 FASHION PARK SUITS AND SPORT COATS	2311000
4 HALSTON MENS WEAR	2311000
5 HOUSE OF WORSTED-TEX SUITS AND SPORT COATS	2311000
6 STEIN BLOCH SUITS AND SPORT COATS	2311000
7 CARIBOU LEISURE WEAR	2320000
8 BEAU BRUMMELL MENS AND BOYS UNDERWEAR	2322100
9 B.V.D. MENS AND BOYS UNDERWEAR	2322100
10 MANFREDO MENS AND BOYS UNDERWEAR	2322100
11 MR. JOHN MENS AND BOYS UNDERWEAR	2322100

PRODUCT NAME	SIC#
12 WONDERKNIT MENS AND BOYS UNDERWEAR	2322100
13 DE MOULIN CHURCH ROBES	2330000
14 GILEAD LADIES LINGERIE SLEEP WEAR AND UNDERG	2341000
15 GILLES LADIES LINGERIE SLEEP WEAR AND UNDERG	2341000
16 JUBILEE LADIES LINGERIE SLEEP WEAR AND UNDER	2341000
17 SUPER LOOK UNDERWEAR WOMEN	2341000
18 FAWN CHILDRENS AND INFANTS WEAR	2360000
19 MCKEM CHILDRENS AND INFANTS WEAR	2360000
20 NAPPIES CHILDRENS AND INFANTS WEAR	2360000
21 BETTER WAY BATHROOM TISSUE	2647240
22 LEEDS LUGGAGE	3161000

 RATH PACKING COMPANY * TOTAL SALES 399.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY -44.0% *
 ***** * TOTAL ASSETS 53.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS -8.5% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .7 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

THE RATH PACKING COMPANY

DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#
1 RATH PORK CUTS	2011417
2 RATH FROZEN MEATS	2013000
3 RATH MEAT PRODUCTS	2013000
4 RATH HAM	2013631
5 RATH BLACK HAWK BACON	2013641

PRODUCT NAME	SIC#
6 RATH PORK SAUSAGE	2013711
7 RATH FRANKFURTERS	2013721
8 RATH WIENERS	2013721
9 RATH LUNCHEON MEATS	2013735
10 RATH CANNED HAM	2013819

 RCA CORPORATION * TOTAL SALES 4816.0 MIL\$ U.S./TOTAL SALES 82.2% PROFITS/EQUITY 9.3% *
 ***** * TOTAL ASSETS 3728.0 MIL\$ FOOD/TOTAL SALES 5.3% PROFITS/ASSETS 5.6% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 106.0 MIL\$ U.S. FOOD/U.S. SALES 6.5% ADVERTISING/SALES 2.2% *
 * MEDIA ADVERTISING 35.1 MIL\$ U.S./TOTAL PROFITS 98.2% R&D/SALES 2.4% *

ELECTRONICS-CONSUMER PRODUCTS & SERVICES

DIVISION SALES 24.3%, DIVISION PROFITS 23.0%, DIVISION AD/SALES 1.6%

PRODUCT NAME	SIC#
1 RCA RADIO SCANNERS	3651100
2 RCA BLACK & WHITE TELEVISION SETS	3651200
3 RCA COLOR TELEVISION SETS	3651200
4 RCA TELEVISION SETS	3651200
5 RCA BOAT STEREO SYSTEMS	3651400

PRODUCT NAME	SIC#
6 RCA RECORDS & TAPES	3652000
7 RCA ANTENNAS	3662000
8 RCA MINI-STATE TV ANTENNA	3662000
9 RCA MUSIC SERVICES	5733000
10 RCA CONSUMER SERVICES	7622000

ELECTRONICS-COMMERCIAL PRODUCTS & SERVICES

DIVISION SALES 12.5%, DIVISION PROFITS -43.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#
1 RCA PARTS & ACCESSORIES	3662000
2 RCA EL EQUIP FOR BROADCASTING & COMMUNICATIO	3662200
3 RCA COLOR PICTURE TUBES	3672000

PRODUCT NAME	SIC#
4 RCA SOLID-STATE DEVICES	3674000
5 RCA COMMERCIAL SERVICES	7394000

BROADCASTING

DIVISION SALES 16.5%, DIVISION PROFITS 47.4%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NBC KNBR RADIO STATION	4832000	6 NBC TELEVISION NETWORK	4833000
2 NBC RADIO NETWORK	4832000	7 NBC WKYC-TV STATION	4833000
3 NBC WMAQ RADIO STATION	4832000	8 NBC WMAQ-TV STATION	4833000
4 NBC WNBC RADIO STATION	4832000	9 NBC WNBC-TV STATION	4833000
5 NBC WNAS RADIO STATION	4832000		

VEHICLE RENTING

DIVISION SALES 14.6%, DIVISION PROFITS 24.9%, DIVISION AD/SALES .9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HERTZ USED CARS	5521000	4 HERTZ EUROPE RENT-A-CAR SYSTEM	7512000
2 HERTZ SKYCENTER INN	7011000	5 HERTZ RENT-A-CAR SYSTEM	7512000
3 HERTZ CAR LEASE	7512000	6 HERTZ TRUCK RENTAL	7513000

COMMUNICATIONS

DIVISION SALES 4.9%, DIVISION PROFITS 28.3%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RCA GLOBAL COMMUNICATIONS	4899000		

GOVERNMENT BUSINESS

DIVISION SALES 7.4%, DIVISION PROFITS 3.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RCA ELECTRONIC DEFENSE EQUIPMENT	3662000		

OTHER

DIVISION SALES 19.4%, DIVISION PROFITS 17.3%, DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BANQUET COOKIN BAG FOODS	2010000	9 BALLANTINE BOOKS	2731000
2 BANQUET FROZEN BUFFET SUPPERS	2038225	10 MODERN LIBRARY BOOKS	2731000
3 BANQUET FROZEN DINNERS	2038225	11 PANTHEON BOOKS	2731000
4 BANQUET FROZEN ENTREES	2038225	12 RANDOM HOUSE PUBLISHERS	2731000
5 BANQUET FROZEN MEAT PIES	2038231	13 VINTAGE BOOKS	2731000
6 BANQUET FROZEN FRIED CHICKEN	2038311	14 MCCALLS RECIPE CARD COLLECTION	2741311
7 ROYAL PANTRY FROZEN BREAD DOUGH	2045575	15 ARNOLD PALMER GOLF ACADEMY RESIDENTIAL	7999000
8 ALFRED A KNOPF PUBLISHERS	2731000	16 TECHNICAL CAREER INSTITUTES RESIDENTIAL	8222000

RECKITT & COLEMAN LTD	* TOTAL SALES	747.0 MIL\$ U.S./TOTAL SALES	19.7% PROFITS/EQUITY	15.4% *
*****	* TOTAL ASSETS	360.0 MIL\$ U.S./TOTAL ASSETS	44.7% PROFITS/ASSETS	12.8% *
OWNERSHIP: UNITED KINGDOM	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	2.2 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

FOOD AND WINE

DIVISION SALES 44.7%, DIVISION PROFITS 31.5%, DIVISION AD/SALES .6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 JIF LEMONS	0174000	9 FRENCHS SAUCE MIXES	2034139
2 ROBINSONS BABY FOODS	2032199	10 FRENCHS SLOPPY JOE MIX	2034139
3 ROBINSONS BABY RICE	2032199	11 FRENCHS FOOD PRODUCTS CONTEST	2035300
4 ROBINSONS BABY SYRUPS	2032199	12 FRENCHS MULTI-PRODUCT ADVERTISING	2035300
5 ROBINSONS TWIN PACK	2032199	13 R T FRENCH CO GENERAL PROMOTION	2035300
6 GALES LEMON CURD	2033800	14 COLMANS AMERICAN MUSTARD	2035311
7 CONIMEX PINDA SATESAUS	2034139	15 COLMANS BORDEAUX DIJON AND MEAUX MUSTARDS	2035311
8 FRENCHS GRAVEY MAKINS INSTANT GRAVEY	2034139	16 COLMANS ENGLISH MUSTARD	2035311

RECKITT & COLEMAN LTD (CONTINUED)

17 COLMANS FRENCH MUSTARD	2035311	48 FRANZ REH WINES	2084000
18 COLMANS GERMAN MUSTARD	2035311	49 LE PINARD FRENCH WINES	2084000
19 COLMANS POWDER MUSTARD	2035311	50 LOUIS BARRAULT LOIRE WINES	2084000
20 FRENCHS MUSTARD	2035311	51 PECS MAGYAR RIESLING	2084000
21 FRENCHS MUSTARD AND WORCESTERSHIRE SAUCE	2035311	52 PERE ANSELEME RHONE WINES	2084000
22 COLMANS FRESH GARDEN MINT	2035351	53 PETITE FLEUR TABLE WINE	2084000
23 COLMANS HORSE RADISH SAUCE	2035351	54 PETITS DOMAINES DE FRANCE WINES	2084000
24 COLMANS MINT JELLY	2035351	55 PIERRE WOLFBERGER ALSACE WINES	2084000
25 COLMANS OK FRUITY SAUCE	2035351	56 POMMERY & GRENO CHAMPAGNE	2084000
26 COLMANS OK MINT SAUCE	2035351	57 QUANCARD BORDEAUX WINES	2084000
27 COLMANS OK SPICY SAUCE	2035351	58 RALLO MARSALA	2084000
28 COLMANS SAUCE MIXES	2035351	59 REMY-PANNIER LOIRE WINES	2084000
29 COLMANS SAUCE TARTARE	2035351	60 ROMANESQUE HUNGARIAN WINE	2084000
30 FRENCHS WORCESTERSHIRE SAUCE	2035351	61 TABARIN FRENCH WINES	2084000
31 FRENCHS SALAD DRESSINGS	2035400	62 TEQUILA SAUZA SPIRIT OF MEXICO	2084000
32 COLMANS SEMOLINA	2041151	63 WINCARNIS TONIC WINES	2084000
33 ROBINSONS BABY PORRIDGE OATS	2043019	64 ALBERT THIERRY BURGUNDIES	2084014
34 ROBINSONS MIXED CEREAL	2043019	65 BULLS BLOOD HUNGARIAN RED WINE	2084014
35 ROBINSONS PATENT BARLEY	2043019	66 LES GRANDES CAVES DE ST. ROBIN BORDEAUX & BU	2084014
36 ROBINSONS PROTEIN CEREAL	2043019	67 MOUSSEC SPARKLING WINES	2084031
37 FRENCHS DOG TREATS	2047125	68 VEUVE DU VERNAY SPARKLING WINES	2084031
38 BEL-AIR CROUTONS	2051241	69 ROBINSONS BARLEY WATERS	2086090
39 ZYWIEC TATRA POLISH LAGER	2082000	70 ROBINSONS WHOLE FRUIT DRINKS	2086090
40 BERTOCCHINI LACRYMA CHRISTI WINE	2084000	71 COLMANS CASSEROLE MIXES	2098099
41 BISCARDO ITALIAN WINES	2084000	72 BEAR BRAND TUB HONEY	2099310
42 BISLERI FERRO-CHINA	2084000	73 GALES HONEY	2099310
43 BON CARAFE WINES	2084000	74 HONEY BEAR SPREAD	2099310
44 BUKDONS SHERRIES	2084000	75 GALES PEANUT BUTTER	2099944
45 CHARBONNIER WINES	2084000	76 COOLABAN CASK WINE CASKS	2449000
46 DELAFORCE PORTS	2084000	77 TOM CAXTON TRUE BREW BEER KITS	3944255
47 FRANCESCO DRIOLI MARASCHINO	2084000		

HOUSEHOLD AND TOILETRIES

DIVISION SALES 36.4%, DIVISION PROFITS 49.5%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HARPIC LAVATORY CLEANSER	2841240	23 MIN CREAM FURNITURE POLISH	2842415
2 GOLDS LOCKS PAN CLEANER	2841261	24 MR SHEEN AEROSOL CLEANER POLISH	2842415
3 GLASSEX WINDOW CLEANER	2842311	25 CARDINAL TILE POLISH	2842420
4 WINDOLENE AEROSOL GLASS POLISH	2842311	26 SEEL SELF SHINE LIQUID FOR FLOORS	2842423
5 WINDOLENE EMULSION GLASS POLISH	2842311	27 CHERRY BLOSSOMS SHOE POLISH	2842440
6 MANSION OVEN PAD OVEN CLEANER	2842321	28 MELTONIAN ALL LEATHER SHINE	2842440
7 CLEAN-O-PINE CLEANER AND DISINFECTANT	2842332	29 MELTONIAN GREASE AND TAR REMOVER	2842440
8 DRUMMER LAVATORY SANITIZER	2842332	30 MELTONIAN PROTECTOR	2842440
9 SANPIC DISINFECTANT	2842332	31 MELTONIAN SELF SHINE POLISH	2842440
10 HAZE DOUBLET AIR FRESHENER	2842380	32 MELTONIAN SHOE CREAM	2842440
11 HAZE AEROSOL AIR FRESHENER	2842381	33 MELTONIAN STAIN REMOVER	2842440
12 DRUMMER AIR FRESHENER BLOCK	2842385	34 MELTONIAN SUEDE SPRAY	2842440
13 FABULON FABRIC RETEXTURISER	2842390	35 MELTONIAN WATERSTOP	2842440
14 RECKITTS BAG BLUE	2842394	36 PADAWAX IMPREGNATED SPONGE SHOE POLISH	2842440
15 RECKITTS LIQUID BLUE	2842394	37 WRENS SHOE POLISH	2842440
16 ROBIN AEROSOL SPRAY STARCH	2842395	38 PROPERTS SADDLE SOAP	2842444
17 INSTANT ROBIN COLD WATER STARCH	2842397	39 MELTONIAN ANILINE CREAM	2842460
18 ROBIN STARCH	2842397	40 MELTONIAN ANTIQUE LEATHER	2842460
19 STAINFREE STAIN REMOVER	2842398	41 MELTONIAN EASY WHITE	2842460
20 WRENS DUBBIN	2842400	42 MELTONIAN KIDS STUFF	2842460
21 LAVENDO FLOOR AND FURNITURE POLISH	2842415	43 MELTONIAN PATENT LEATHER	2842460
22 MANSION POLISH	2842415	44 MELTONIAN PATENT SPRAY	2842460

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59 STERADENT DENTURE CREAM
60 STERA-FIX DENTURE FIXATIVE
61 NULON HAND CREAM
62 DAY LONG ANTIPERSPIRANT DEODORANT
63 BATHJOYS BATH CUBES
64 ONDINE BATH DEW
65 VEETO HAIR REMOVING CREAM
66 DRUMMER FIRELIGHTER
67 SUNNY JIM FIRELIGHTER
68 ZIP FIRELIGHTER
69 MELTONIAN LEATHER DYE
70 MELTONIAN SUEDE DYE
71 MELTONIAN INSTANT COLOR
72 FLORET AEROSOL FLY AND INSECT KILLER

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2844498
2844498
2844518
2844527
2844561
2844561
2844598
2861255
2861255
2861255
2865211
2865211
2865311
2879421

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PRODUCT NAME
14  ALCIN ANTACID
15  FYGOGEL NATURAL FIBRE BULKING AGENT
16  GAVISCON GASTRIC REFLUX SUPPRESSANT
17  PRIPSEN ANTHELMINTIC
18  DETTOL CREAM ANTISEPTIC
19  DETTOL OINTMENT
20  SYL ANTISEPTIC BARRIER CREAM
21  VALDERMA ANTISEPTIC SOAP AND CREAM
22  VALPAK CREAM FACE PACK
23  VALPEDA FOOT BALM
24  SERTIN EFFERVESCENT VITAMIN C TABLETS
25  DETTOL ANTISEPTIC AND DISINFECTANT
26  IMMOBILON/REVIVON NEUROLEPTANALGESIC

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SIC#
2834500
2834500
2834500
2834500
2834600
2834600
2834600
2834600
2834600
2834600
2834700
2834800
2834900

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PRODUCT NAME
20 FLOORGUARD LIQUID WAX POLISH
21 HYDROMICS HIGH-PRESSURE WASHING MACHINES
22 ROAMER SCRUBBING AND POLISHING MACHINES
23 ADVANCE CLEANING MACHINES
24 DURAPADS NYLON PADS
25 GENERAL MAINTENANCE ACCESSORIES
26 MOPMASTER MOPPING EQUIPMENT
27 WET AND DRY SUCTION MACHINES
28 INDUSTRIAL CARPET SHAMPOO AND VACCUUM MACHINE
29 BOX OF COLOUR PAINT BOXES
30 BUSY BOARD
31 BUSY BOXES
32 COLOUR-IN-THE-ROUND COLOUR BOXES
33 LEARN-AS-YOU-PLAY TOYS
34 PAINTING FOR PLEASURE OIL SET
35 PAINTING FOR PLEASURE WATER COLOUR SET
36 RAINY DAY COLOURING KIT
37 REEVES CRAFT KITS
38 CONTRACT CLEANING SERVICES

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SIC#
2842423
3582014
3589235
3589291
3589293
3589293
3589293
3589311
3589398
3944255
3944255
3944255
3944255
3944255
3944255
3944255
3944255
7218000


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*****
RICE GROWERS ASSOCIATION      * TOTAL SALES      164.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      15.0% *
*****                        * TOTAL ASSETS      41.0 MIL$ FOOD/TOTAL SALES      97.6% PROFITS/ASSETS      7.1% *
OWNERSHIP: COOP                * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      97.6% ADVERTISING/SALES      NA *
*****                        * MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
*****

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RICE GROWERS ASSOCIATION DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GOLDEN PEAKL RICE	2044010	5 RED SEAL RICE	2044010
2 HINODE RICE	2044010	6 SELLO ROJO RICE	2044010
3 HINODE ROSE RICE	2044010	7 SILVER PEARL RICE	2044010
4 KOKUSAI RICE	2044010		

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*****
RICELAND FOODS INC            * TOTAL SALES      462.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
*****                        * TOTAL ASSETS      111.0 MIL$ FOOD/TOTAL SALES      98.5% PROFITS/ASSETS      NA *
OWNERSHIP: COOP                * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      98.5% ADVERTISING/SALES      NA *
*****                        * MEDIA ADVERTISING      .6 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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RICELAND FOODS INC DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RICELAND RICE	2044015	4 CHEF-WAY SHORTENING	2079112
2 SAL-FRYSHORTENING	2079110	5 CHEF-WAY VEGETABLE OIL & SHORTENING	2079112
3 CHEF-WAY OIL	2079112	6 SAL-FRYCOOKING OIL	2079160

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*****
RIVIANA FOODS INC            * TOTAL SALES      462.0 MIL$ U.S./TOTAL SALES      81.8% PROFITS/EQUITY      12.4% *
*****                        * TOTAL ASSETS      223.0 MIL$ FOOD/TOTAL SALES      89.8% PROFITS/ASSETS      11.1% *
OWNERSHIP: U.S. PUBLIC CORP.  * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      89.9% ADVERTISING/SALES      NA *
*****                        * MEDIA ADVERTISING      3.5 MIL$ U.S./TOTAL PROFITS      62.2% R&D/SALES      NA *
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RICE AND RICE PRODUCTS GROUP DIVISION SALES 57.6%, DIVISION PROFITS 64.0%, DIVISION AD/SALES .4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CAROLINA BAKE-IT-EASY RICE DISHES	2044015	4 MAHATMA RICE/SEASONING MIX	2044015
2 CAROLINA RICE	2044015	5 RIVER RICE	2044015
3 MAHATMA RICE	2044015	6 WATER MAID RICE	2044015

FOOD PRODUCTS GROUP DIVISION SALES 31.8%, DIVISION PROFITS 22.5%, DIVISION AD/SALES 1.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HEBREW NATIONAL KOSHER MEAT PRODUCTS	2013700	7 CONTROL DIET PET FOOD	2047100
2 HEBREW NATIONAL KOSHER FRANKS	2013721	8 PRESCRIPTION DIET PET FOOD	2047100
3 SPANISH OLIVES	2033173	9 SCIENCE DIET PET FOOD	2047100
4 MARASCHINO CHERRIES	2033861	10 MACFARLANE BOXED CHOCOLATE	2066242
5 MEAT INSTANT BROTH	2034211	11 PANGBURN CANDY	2066242
6 MAR-KES FROZEN FOODS	2038244	12 ROMANOFF CAVIAR	2091011

RESTAURANT GROUP DIVISION SALES 6.9%, DIVISION PROFITS 4.2%, DIVISION AD/SALES 2.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LUMS RESTAURANTS	5812000	2 RANCH HOUSE RESTAURANTS	5812000

CONSUMER PRODUCTS GROUP DIVISION SALES 3.7%, DIVISION PROFITS 9.3%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ARTEX FASHION PAINT KIT	3952200	2 ARTEX HOBBY PRODUCTS	3952200

ROTHMANS OF PALL MALL CANADA	* TOTAL SALES	526.0 MIL\$ U.S./TOTAL SALES	28.3% PROFITS/EQUITY	-54.4% *
*****	* TOTAL ASSETS	404.0 MIL\$ FOOD/TOTAL SALES	99.0% PROFITS/ASSETS	6.6% *
OWNERSHIP: CANADA	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	6.8 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

TOBACCO OPERATIONS DIVISION SALES 31.9%, DIVISION PROFITS 86.4%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BLACK CAT FILTER CIGARETTES	2111013	10 PETER STUYVESANT KING SIZE FILTER CIGARETTES	2111016
2 CRAVEN "A" FILTER CIGARETTES	2111013	11 RICHELIEU SATIN TIP KING SIZE FILTER CIGARET	2111016
3 SPORTSMAN FILTER CIGARETTES	2111013	12 ROTHMANS INTERNATIONAL CIGARETTES	2111016
4 CRAVEN KING SIZE FILTER CIGARETTES	2111016	13 ROTHMANS KING SIZE FILTER CIGARETTES	2111016
5 CRAVEN KING SIZE MENTHOL FILTER CIGARETTES	2111016	14 SPORTSMAN KING SIZE FILTER CIGARETTES	2111016
6 DUMONT SELECT MILD KING SIZE FILTER CIGARETT	2111016	15 PETER STUYVESANT 100'S FILTER CIGARETTES	2111018
7 DUNHILL KING SIZE FILTER CIGARETTES	2111016	16 PETER STUYVESANT 100'S MENTHOL FILTER CIGARE	2111018
8 NUMBER 7 KING SIZE FILTER CIGARETTES	2111016	17 BLACK CAT CIGARETTES	2111053
9 PERILLY'S PRIVATE BLEND KING SIZE FILTER CIG	2111016	18 SPORTSMAN CIGARETTES	2111053

BREWING OPERATIONS DIVISION SALES 68.1%, DIVISION PROFITS 13.6%, DIVISION AD/SALES 1.9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CARLING BLACK LABEL BEER	2082100	11 TUBORG BEER	2082110
2 ALTES BEER	2082110	12 CARLING RED CAP ALE	2082117
3 A-1 BEER	2082110	13 CALGARY EXPORT ALE	2082119
4 A-1 LITE PILSNER BEER	2082110	14 O'KEEFE ALE	2082119
5 CARLSBERG BEER	2082110	15 CARLING BLACK LABEL MALT LIQUOR	2082451
6 HEIDELBERG BEER	2082110	16 COLT 45 MALT LIQUOR	2082451
7 NATIONAL BEER	2082110	17 MALT DUCKMALT LIQUOR	2082451
8 NATIONAL BOHEMIAN BEER	2082110	18 JORDAN WINES	2084000
9 OLD VIENNA BEER	2082110	19 STAR OIL & GAS	5541000
10 STAG BEER	2082110		

ROYAL CROWN COLA CO	* TOTAL SALES	257.0 MIL\$ U.S./TOTAL SALES	91.4% PROFITS/EQUITY	17.3% *
*****	* TOTAL ASSETS	113.0 MIL\$ FOOD/TOTAL SALES	78.6% PROFITS/ASSETS	13.5% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	14.0 MIL\$ U.S. FOOD/U.S. SALES	75.7% ADVERTISING/SALES	5.4% *
	* MEDIA ADVERTISING	15.4 MIL\$ U.S./TOTAL PROFITS	NA R&D/SALES	NA *

SOFT DRINKS DIVISION SALES 61.9%, DIVISION PROFITS 69.6%, DIVISION AD/SALES 9.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NEHI FRUIT FLAVOR BEVERAGES	2086020	8 ROYAL CROWN DIET SODA	2086028
2 PAK-T-PAK SOFT DRINKS	2086020	9 UPPER 10 CONCENTRATE	2087100
3 ROYAL CROWN BEVERAGES MULTIPRODUCT ADVERTISI	2086020	10 DIET RITE COLA CONCENTRATE	2087223
4 RC COLA	2086021	11 RC CONCENTRATE	2087223
5 ROYAL CROWN COLA	2086021	12 ROYAL CROWN CONCENTRATE	2087223
6 UPPER 10 SODA	2086023	13 NEHI CONCENTRATES	2087225
7 DIET RITE COLA	2086028	14 PAR-T-PAK CONCENTRATE	2087225

ROYAL CROWN COLA CO (CONTINUED)

CITRUS DIVISION SALES 16.7%, DIVISION PROFITS 16.7%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ADAMS CITRUS FRUIT	0174000	3 ADAMS CITRUS JUICES	2037100
2 TEXSUN CITRUS FRUIT	0174000	4 TEXSUN CITRUS JUICES	2037100

HOME DECORATIVE ACCESORIES DIVISION SALES 21.4%, DIVISION PROFITS 13.8%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 COUROC TRAYS	2499000	4 HOYNE MIRROR TILES	3253000
2 STRUCTURAL PICTURE FRAMES	2499100	5 COOPER LAMPS	3665700
3 ATHENS TABLES	2511000		

 SAFEWAY STORES INCORPORATED * TOTAL SALES 9717.0 MIL\$ U.S./TOTAL SALES 80.9% PROFITS/EQUITY 18.7% *
 ***** TOTAL ASSETS 1575.0 MIL\$ FOOD/TOTAL SALES 8.0% PROFITS/ASSETS 10.2% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 9.9% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 8.5 MIL\$ U.S./TOTAL PROFITS 77.0% R&D/SALES NA *

SAFEWAY STORES INCORPORATED DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BAKEWELL IDAHO POTATOES	0134000	22 BEL-AIR FROZEN ORANGE JUICE	2037170
2 SUNSPICED FRESH VEGETABLES	0161000	23 BEL-AIR FROZEN VEGETABLES	2037200
3 LUCERNE EGGS	0252000	24 KITCHEN CRAFT FLOUR	2041120
4 SAFEWAY EGGS	0252000	25 KITCHEN CRAFT CORN MEAL	2041311
5 SAFEWAY MEAT	2011000	26 SAFEWAY CORN FLAKES	2043011
6 SAFEWAY BACON	2013641	27 SAFEWAY QUICK OATS	2043053
7 SAFEWAY WIENERS	2013721	28 TOWNHOUSE RICE	2044010
8 SAFEWAY CANNED HAMS	2013819	29 WRIGHT BREAD	2051000
9 LUCERNE BUTTER	2021015	30 SAFEWAY BREAD	2051110
10 LUCERNE NONFAT DRY MILK	2023131	31 CANDI CANE SUGAR	2062011
11 LUCERNE ICE CREAM	2024000	32 NU-MADE OIL	2079163
12 LUCERNE MILK	2026200	33 EMPRESS MARGARINE	2079201
13 TWO-TEN MILK	2026220	34 SUNNYBANK MARGARINE	2079201
14 LUCERNE COTTAGE CHEESE	2026313	35 CRAGMOUNT SOFT DRINKS	2086030
15 TOWNHOUSE PORK N BEANS	2032370	36 SAFEWAY FROZEN SEAFOOD	2092410
16 HIGHWAY CANNED FRUITS	2033100	37 EDWARDS COFFEE	2095115
17 COUNTRY HOME CANNED VEGETABLES	2033200	38 SLEEPY HOLLOW SYRUP	2099310
18 TOWNHOUSE CANNED VEGETABLES	2033200	39 CANTERBURY TEA	2099580
19 TOWNHOUSE CANNED FRUIT JUICE	2033400	40 NU-MADE PEANUT BUTTER	2099944
20 TOWNHOUSE TOMATO JUICE	2033515	41 SAFEWAY MOTOR OIL	2911721
21 NU-MADE MAYONNAISE	2035423	42 SAFEWAY FOOD STORES	5411000

 SAVANNAH FOODS & INDUSTRIES INC * TOTAL SALES 354.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 42.9% *
 ***** TOTAL ASSETS 108.0 MIL\$ FOOD/TOTAL SALES 94.5% PROFITS/ASSETS 25.3% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 8.8 MIL\$ U.S. FOOD/U.S. SALES 94.5% ADVERTISING/SALES 2.5% *
 * MEDIA ADVERTISING 2.9 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

SUGAR REFINING DIVISION SALES 100.0%, DIVISION PROFITS 85.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DIXIE CRYSTALS SUGAR	2062011	2 EVERCANE SUGAR	2062011

FOOD PRODUCTS/PET AND CONSUMER

DIVISION SALES 11.9%, DIVISION PROFITS 9.9%, DIVISION AD/SALES 6.1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 JIM DANDY INSTANT GRITS	2041321	9 HUNTERS CHOICE DOG FOOD	2047125
2 JIM DANDY CORN MEAL	2046077	10 JIM DANDY DRY DOG FOOD	2047125
3 JIM DANDY DOG FOOD	2047120	11 PACESETTER DOG FOOD	2047125
4 JIM DANDY CANNED DOG FOOD	2047121	12 PUPPY LOVE DRY DOG FOOD	2047125
5 PUPPY LOVE CANNED DOG FOOD	2047121	13 APPLE LOVE HORSE FEED	2048711
6 CABIN HOME DOG FOOD	2047125	14 CARROT LOVE HORSE FEED	2048711
7 CHUNX DOG FOOD	2047125	15 SWEET LOVE HORSE FEED	2048711
8 COMPLETE DOG RATION	2047125	16 PAN HANDY COATING SPRAY	2079167

WAREHOUSING AND DISTRIBUTION SERVICES

DIVISION SALES 6.2%, DIVISION PROFITS 5.1%, DIVISION AD/SALES .0%

SCM CORPORATION	* TOTAL SALES	1332.0 MIL\$ U.S./TOTAL SALES	84.0% PROFITS/EQUITY	9.7% *
*****	* TOTAL ASSETS	704.0 MIL\$	FOOD/TOTAL SALES	24.0% PROFITS/ASSETS
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA	U.S. FOOD/U.S. SALES	27.3% ADVERTISING/SALES
	* MEDIA ADVERTISING	7.3 MIL\$ U.S./TOTAL PROFITS	8.2% R&D/SALES	1.1% *

COATINGS AND RESINS

DIVISION SALES 26.9%, DIVISION PROFITS 26.7%, DIVISION AD/SALES .8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GLIDDEN ORGANICS INTERNATIONAL	2851000	3 SPRED CONSUMER PAINTS	2851000
2 GLIDDEN PAINTS HOME	2851000		

TYPEWRITERS AND APPLIANCES

DIVISION SALES 16.0%, DIVISION PROFITS 19.5%, DIVISION AD/SALES 2.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ELECTRA ELECTRIC PORTABLE TYPEWRITERS	3572020	9 PROCTOR-SILEX COFFEE MAKER	3634300
2 SMITH-CORONA CARTRIDGE RIBBON TYPEWRITERS	3572020	10 PROCTOR-SILEX IRON	3634300
3 SMITH-CORONA TYPEWRITERS	3572020	11 PROCTOR-SILEX MULTI-PRODUCT ADVERTISING	3634300
4 CORONAMATIC CARTRIDGES	3572040	12 PROCTOR-SILEX TOASTERS	3634300
5 CITATION APPLIANCES	3634300	13 PROCTOR-SILEX TOASTER-OVENS	3634300
6 COFFEE MAGIC AUTOMATIC DRIP COFFEE MAKER	3634300	14 STARFLITE APPLIANCES	3634300
7 DUKA-PERC PERCOLATOR	3634300	15 TOASTER OVEN/PLUS POP-UP TOASTER	3634300
8 MARY PROCTOR APPLIANCES	3634300		

FOODS

DIVISION SALES 23.6%, DIVISION PROFITS 20.7%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 B.M.REEVES FOODS	2000000	7 GRETCHEN GRANT FROZEN DOUGH	2045570
2 DURKEE FOODS	2000000	8 DAILEY OILS	2079000
3 TENDER FLAKE LARD	2011510	9 BUTTER-FRI FROZEN FISH	2092310
4 DURKEES OLIVES	2033173	10 DOLPHIN FROZEN FISH	2092310
5 CHRIS & PITTS BARBECUE SAUCE	2033681	11 O&C SNACKS	2099298
6 DURKEES SAUCE MIX	2034139	12 DURKEES SEASONINGS	2099930

CHEMICALS

DIVISION SALES 11.5%, DIVISION PROFITS 13.9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MACCO ACRYLIC SUPER CAULK	2824230	3 GLID COP COPPER-EASE ALLOY	3351332
2 MACCO LIQUID NAILS ADHESIVE	2844539		

SCM CORPORATION (CONTINUED)

PAPER PRODUCTS		DIVISION SALES		11.9%,	DIVISION PROFITS		73.4%,	DIVISION AD/SALES		.0%
BUSINESS EQUIPMENT		DIVISION SALES		7.9%,	DIVISION PROFITS		-18.4%,	DIVISION AD/SALES		.0%
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#				
1 HISTACOUNT STATIONERY		2648110		3 6740 COPIER		3861210				
2 SCM COPIER		3861210								
OTHER		DIVISION SALES		2.2%,	DIVISION PROFITS		4.2%,	DIVISION AD/SALES		.0%
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#				
1 PROCTER & SCHWARTZ FURNACES		3567000		2 KLEINSCHMIDT TELECOMMUNICATION EQUIPMENT		3661200				

SEABOARD ALLIED MILLING CORPORATION		* TOTAL SALES		298.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/EQUITY		5.9% *			
*****		* TOTAL ASSETS		101.0 MIL\$ FOOD/TOTAL SALES	100.0% PROFITS/ASSETS		6.0% *			
OWNERSHIP: U.S. PUBLIC CORP.		* TOTAL ADVERTISING		NA U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES		NA *			
		* MEDIA ADVERTISING		.0 MIL\$ U.S./TOTAL PROFITS	100.0% R&D/SALES		NA *			

SEABOARD ALLIED MILLING CORPORATION		DIVISION SALES		100.0%,	DIVISION PROFITS		100.0%,	DIVISION AD/SALES		.0%
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#				
1 NIGER DELTA SHRIMP		2092416								

SEAGRAM COMPANY LTD		* TOTAL SALES		1792.0 MIL\$ U.S./TOTAL SALES	86.1% PROFITS/EQUITY		8.3% *			
*****		* TOTAL ASSETS		2161.0 MIL\$ FOOD/TOTAL SALES	85.7% PROFITS/ASSETS		6.4% *			
OWNERSHIP: CANADA		* TOTAL ADVERTISING		104.7 MIL\$ U.S. FOOD/U.S. SALES	84.0% ADVERTISING/SALES		9.6% *			
		* MEDIA ADVERTISING		36.1 MIL\$ U.S./TOTAL PROFITS	40.0% R&D/SALES		NA *			

JOSEPH E. SEAGRAM & SONS USA		DIVISION SALES		65.6%,	DIVISION PROFITS		49.2%,	DIVISION AD/SALES		5.0%
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#				
1 B & G WINES		2084010		21 SAMBUCA ORIGINALE WINES		2084010				
2 BERSANO ITALIAN WINES		2084010		22 NECTAROSE WINE		2084016				
3 BLACK TOWER WINES		2084010		23 HEIDSIECK MONOPOLE FRENCH CHAMPAGNE		2084031				
4 BROLIO ITALIAN WINES		2084010		24 MUMM'S CHAMPAGNE		2084031				
5 CHATEAU DE LA CHAIZE WINES		2084010		25 AUGIER FRERES COGNAC		2084065				
6 CHATEAU & ESTATE WINES		2084010		26 BISQUIT CHAMPAGNE COGNAC		2084065				
7 CHRISTIAN BROTHERS WINES		2084010		27 CHRISTIAN BROTHERS BRANDY		2084065				
8 CONCHA Y TURO WINES		2084010		28 GOLD SEAL BRANDY		2084065				
9 FRANK SCHOONMAKER WINES		2084010		29 JACQUES CARDIN FRENCH BRANDY		2084065				
10 FROMM & SICHEL WINES		2084010		30 ANTIQUE BOURBON WHISKEY		2085310				
11 GOLD SEAL WINES		2084010		31 CALVERT EXTRA BLENDED WHISKEY		2085310				
12 HENRI MARCHANT WINES		2084010		32 CANADIAN LORD CALVERT WHISKY		2085310				
13 JULIUS KAYSER GERMAN WINES		2084010		33 CANADIAN MASTERPIECE WHISKY		2085310				
14 KIJAFI WINES		2084010		34 CARSTAIRS WHITE SEAL WHISKY		2085310				
15 LEON BEYER ALSATIAN WINES		2084010		35 CHIVAS REGAL SCOTCH WHISKY		2085310				
16 LINI LAMBRUSCO WINES		2084010		36 EAGLE RARE WHISKY		2085310				
17 MARDI GRAS WINE		2084010		37 FOUR ROSES MULTI-PRODUCT ADVERTISING		2085310				
18 NIKOLAI WINE		2084010		38 FOUR ROSES PREMIUM WHISKY		2085310				
19 PAUL MASSON WINES		2084010		39 FOUR ROSES WHISKY		2085310				
20 RICASOLI WINES		2084010		40 GALAXY WHISKY		2085310				

41	GLENLIVET SCOTCH WHISKY	2085310	66	SEAGRAM'S EXTRA DRY GIN	2085321
42	HARWOOD CANADIAN WHISKY	2085310	67	SEAGRAM'S EXTRA DRY GIN & SCHWEPES TONIC WA	2085321
43	HENRY MCKENNA BOURBON WHISKEY	2085310	68	SIR ROBERT BURNETT'S GIN	2085321
44	HUDSON'S BAY CANADIAN WHISKY	2085310	69	CHERI-SUISSE LIQUEUR	2085325
45	HUDSON'S BAY SCOTCH	2085310	70	CHIVAS LOCHAN ORA LIQUEUR	2085325
46	JAMES FOXE CANADIAN WHISKY	2085310	71	LEROUX CORLIALS & LIQUEURS	2085325
47	JOHN JAMESON IRISH WHISKY	2085310	72	PASHA TURKISH COFFEE LIQUEUR	2085325
48	KESSLER BLENDED WHISKY	2085310	73	SABRA LIQUEUR	2085325
49	LOGAN DELUXE WHISKY	2085310	74	TUACA LIQUEUR	2085325
50	MATTINGLY & MOORE BOURBON WHISKY	2085310	75	VANDERMINT LIQUEUR	2085325
51	PASSPORT SCOTCH WHISKY	2085310	76	CALVERT COCKTAILS	2085327
52	PAUL JONES WHISKY	2085310	77	PARTY TYME COCKTAILS	2085327
53	ROYAL SALUTE SCOTCH	2085310	78	BOLSHOI VODKA	2085333
54	SEAGRAMS CO LTD INSTITUTIONAL	2085310	79	CROWN Russe VODKA	2085333
55	SEAGRAM'S BENCHMARK BOURBON WHISKY	2085310	80	WOLFSCHMIDT VODKA	2085333
56	SEAGRAM'S CROWN ROYAL WHISKY	2085310	81	GRANADO PUERTO RICAN RUM	2085337
57	SEAGRAM'S V O CANADIAN WHISKY	2085310	82	MYERS JAMAICAN RUM	2085337
58	SEAGRAM'S 7 CROWN WHISKY	2085310	83	PALO VIEJO PUERTO RICAN RUM	2085337
59	SEAGRAM'S 7 CROWN WHISKY & 7 UP	2085310	84	RON LLAVE PUERTO RICAN RUM	2085337
60	SOMETHING SPECIAL WHISKY	2085310	85	RONRICO PUERTO RICAN RUM	2085337
61	WHITE HORSE SCOTCH WHISKY	2085310	86	RUMDINGER RUM	2085337
62	WILSON WHISKY	2085310	87	EL CHARRO TEQUILA	2085339
63	100 PIPERS BLENDED SCOTCH WHISKY	2085310	88	OLMECA TEQUILA	2085339
64	1776 BY SEAGRAM PREMIUM WHISKY	2085310	89	PARTY TYME COCKTAIL MIXES	2087215
65	BOODLES BRITISH GIN	2085321			

SPIRITS & WINES INTERNATIONAL

DIVISION SALES 27.1%, DIVISION PROFITS 29.7%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HENRI MARCHANT WINES	2084000	29 JACQUES CARDIN FRENCH BRANDY	2084065
2 B & G WINES	2084010	30 ANTIQUE BOURBON WHISKY	2085310
3 BERSANO ITALIAN WINES	2084010	31 CALVERT EXTRA BLENDED WHISKY	2085310
4 BLACK TOWER WINES	2084010	32 CANADIAN LORD CALVERT WHISKY	2085310
5 BROLIO ITALIAN WINES	2084010	33 CANADIAN MASTERPIECE WHISKY	2085310
6 CHATEAU DE LA CHAIZE WINES	2084010	34 CARSTAIRS WHITE SEAL WHISKY	2085310
7 CHATEAU & ESTATE WINES	2084010	35 CHIVAS REGAL SCOTCH WHISKY	2085310
8 CHRISTIAN BROTHERS WINES	2084010	36 EAGLE RARE WHISKY	2085310
9 CONCHA Y TORO WINES	2084010	37 FOUR ROSES PREMIUM WHISKY	2085310
10 FRANK SCHOONMAKER WINES	2084010	38 GALAXY WHISKY	2085310
11 FROMM & SICHEL WINES	2084010	39 GLENLIVET SCOTCH WHISKY	2085310
12 GOLD SEAL WINES	2084010	40 HARWOOD CANADIAN WHISKY	2085310
13 JULIUS KAYSER GERMAN WINES	2084010	41 HENRY MCKENNA BOURBON WHISKY	2085310
14 KIJABA WINES	2084010	42 HUDSON'S BAY CANADIAN WHISKY	2085310
15 LEGN BEYER ALSATIAN WINES	2084010	43 HUDSON'S BAY SCOTCH	2085310
16 LINI LAMBRUSCO WINES	2084010	44 JAMES FOXE CANADIAN WHISKY	2085310
17 MARDI GRAS WINE	2084010	45 JOHN JAMESON IRISH WHISKY	2085310
18 NIKOLAI WINE	2084010	46 KESSLER BLENDED WHISKY	2085310
19 PAUL MASSON WINES	2084010	47 LOGAN DELUXE WHISKY	2085310
20 RICASOLI WINES	2084010	48 MATTINGLY & MOORE BOURBON WHISKY	2085310
21 SANBUCA ORIGINALE WINES	2084010	49 PASSPORT SCOTCH WHISKY	2085310
22 NECTAROSE WINE	2084016	50 PAUL JONES WHISKY	2085310
23 HEIDSIECK MONOPOLE FRENCH CHAMPAGNE	2084031	51 ROYAL SALUTE SCOTCH	2085310
24 MUMM'S CHAMPAGNE	2084031	52 SEAGRAM'S BENCHMARK BOURBON WHISKY	2085310
25 AUGIER FRERES COGNAC	2084065	53 SEAGRAM'S CROWN ROYAL WHISKY	2085310
26 BISQUIT CHAMPAGNE COGNAC	2084065	54 SEAGRAM'S V O CANADIAN WHISKY	2085310
27 CHRISTIAN BROTHERS BRANDY	2084065	55 SEAGRAM'S 7 CROWN WHISKY	2085310
28 GOLD SEAL BRANDY	2084065	56 SEAGRAM'S 7 CROWN WHISKY & 7 UP	2085310

57	SOMETHING SPECIAL WHISKY	2085310	72	TUACA LIQUEUR	2085325
58	WHITE HORSE SCOTCH WHISKY	2085310	73	VANDERMINT LIQUEUR	2085325
59	WILSON WHISKY	2085310	74	PARTY TYME COCKTAILS	2085327
60	100 PIPERS BLENDED SCOTCH WHISKY	2085310	75	BOLSHOI VODKA	2085333
61	1775 BY SEAGRAM PREMIUM WHISKEY	2085310	76	CROWN Russe VODKA	2085333
62	BOGDLES BRITISH GIN	2085321	77	WOLFSCHMIDT VODKA	2085333
63	SEAGRAM'S EXTRA DRY GIN	2085321	78	GRANADO PUERTO RICAN RUM	2085337
64	SEAGRAM'S EXTRA DRY GIN & SCHWEPPE'S TONIC WA	2085321	79	MYEPS JAMAICAN RUM	2085337
65	SIR ROBERT BURNETT'S GIN	2085321	80	PALO VIEJO PUERTO RICAN RUM	2085337
66	CALVERT COCKTAILS	2085325	81	RON LLAVE PUERTO RICAN RUM	2085337
67	CHERI-SUISSE LIQUEUR	2085325	82	RONRICO PUERTO RICAN RUM	2085337
68	CHIVAS LOCHAN ORA LIQUEUR	2085325	83	RUMDINGER RUM	2085337
69	LEROUX CORDIALS & LIQUEURS	2085325	84	EL CHARRO TEQUILA	2085339
70	FASHA TURKISH COFFEE LIQUEUR	2085325	85	OLMECA TEQUILA	2085339
71	SABRA LIQUEUR	2085325	86	PARTY TYME COCKTAIL MIXES	2087211

SEVEN-UP COMPANY	* TOTAL SALES	214.0 MIL\$ U.S./TOTAL SALES	86.4%	PROFITS/EQUITY	23.1%	*			
*****	* TOTAL ASSETS	126.0 MIL\$ FOOD/TOTAL SALES	85.5%	PROFITS/ASSETS	16.2%	*			
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	35.9 MIL\$ U.S. FOOD/U.S. SALES	83.2%	ADVERTISING/SALES	16.8%	*			
	* MEDIA ADVERTISING	15.5 MIL\$ U.S./TOTAL PROFITS	NA	R&D/SALES	NA	*			

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 TOTINO'S FROZEN PIZZA	2038244	6 THE UNCOLA EXTRACT	2087225
2 7UP BEVERAGE	2086023	7 7UP EXTRACT	2087225
3 SUGAR FREE 7UP	2086029	8 SUGAR FREE 7UP FOUNTAIN SYRUP	2087459
4 HOWDY FLAVORING COMPOUNDS	2087100	9 7UP FOUNTAIN SYRUP	2087459
5 SUGAR FREE 7UP EXTRACT	2087225		

SMITHFIELD FOODS INC	*	TOTAL SALES	138.0	MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	2.2%	*	
*****	*	TOTAL ASSETS	30.6	MIL\$ FOOD/TOTAL SALES	92.0%	PROFITS/ASSETS	8.3%	*	
OWNERSHIP: U.S. PUBLIC CORP.	*	TOTAL ADVERTISING	.4	MIL\$ U.S. FOOD/U.S. SALES	92.0%	ADVERTISING/SALES	.3%	*	
	*	MEDIA ADVERTISING	.1	MIL\$ U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA	*	

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 JAMESTOWN PROCESSED MEAT PRODUCTS	2013000	6 JORDAN'S HAMS	2013631
2 SMITHFIELD MEAT PRODUCTS	2013000	7 LUTER GENUINE SMITHFIELD HAM	2013631
3 AMBER BRAND SMITHFIELD HAMS	2013631	8 SMITHFIELD BACON	2013641
4 F.F.V. HAMS	2013631	9 SMITHFIELD FRANKS	2013721
5 JAMESTOWN HAMS	2013631		

THE FAMILY FISH HOUSES INC

DIVISION SALES 8.0%, DIVISION PROFITS 36.7%, DIVISION AD/SALES .0%

PRODUCT NAME
1 SMITHFIELD INN
2 SMITHFIELD SMOKEHOUSE RESTAURANT

SIC#
5812000
5812000

PRODUCT NAME
3 THE FAMILY FISH HOUSE RESTAURANTS
SIC#
5812000

SOUTHDOWN, INC * TOTAL SALES 284.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY 10.8% *

* TOTAL ASSETS 268.0 MIL\$ FOOD/TOTAL SALES 68.3% PROFITS/ASSETS 7.6% *

OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 4.5 MIL\$ U.S. FOOD/U.S. SALES 68.3% ADVERTISING/SALES 1.6% *

* MEDIA ADVERTISING 2.7 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

CEMENT

DIVISION SALES 27.1%, DIVISION PROFITS 38.8%, DIVISION AD/SALES .0%

PRODUCT NAME
1 EL TORO CEMENT PRODUCTS
2 MIAMI CEMENT PRODUCTS

SIC#
3241000
3241000

PRODUCT NAME
3 VICTOR CEMENT PRODUCTS
SIC#
3241000

OIL & GAS

DIVISION SALES 4.6%, DIVISION PROFITS 43.8%, DIVISION AD/SALES .0%

SUGAR

DIVISION SALES 37.3%, DIVISION PROFITS 26.4%, DIVISION AD/SALES .0%

PRODUCT NAME
1 SOUTHDOWN GRANULATED SUGAR

SIC#
2062011

PRODUCT NAME
2 SOUTHDOWN LIQUID SUGAR
SIC#
2062053

MALT BEVERAGES

DIVISION SALES 15.5%, DIVISION PROFITS -9.5%, DIVISION AD/SALES 2.8%

PRODUCT NAME
1 CARTA BLANCA BEER
2 COUNTRY CLUB PREMIUM LIGHT BEER
3 COUNTRY TAVERN BEER
4 GOETZ BEER
5 JAX BEER
6 PALE NEAR BEER
7 PEARL BREWING GENERAL PROMOTION

SIC#
2082114
2082114
2082114
2082114
2082114
2082114
2082114

PRODUCT NAME
8 PEARL LIGHT BEER
9 PEARL PREMIUM BEER
10 TECATE BEER
11 TEXAS PRIDE BEER
12 BOHEMIA ALE
13 COUNTRY CLUB MALT LIQUOR
SIC#
2082114
2082114
2082114
2082114
2082119
2082451

SOFT DRINK BEVERAGES

DIVISION SALES 6.3%, DIVISION PROFITS -.4%, DIVISION AD/SALES 8.3%

PRODUCT NAME
1 NEHI FLAVORED DRINKS
2 ROYAL CROWN RC COLA
3 SQUIRT BEVERAGE
4 BARRELHEAD ROOT BEER
5 CANADA DRY GINGER ALE
6 FROSTIE ROOT BEER

SIC#
2086020
2086021
2086023
2086024
2086024
2086024

PRODUCT NAME
7 CANADA DRY CLUB SODA
8 CANADA DRY COLLINS MIX
9 CANADA DRY TONIC WATER
10 CANADA DRY VARIOUS MIXERS
11 DIET-RITE COLA
12 LIPTON ICED TEA
SIC#
2086027
2086027
2086027
2086027
2086028
2099583

CANDY & WINE

DIVISION SALES 9.2%, DIVISION PROFITS .8%, DIVISION AD/SALES .0%

PRODUCT NAME
1 JUDSON WRAPPED CANDIES
2 JUDSON BAGGED CANDIES
3 SAN MARTIN WHITE WINES
4 SAN MARTIN RED WINES

SIC#
2065300
2065400
2084012
2084014

PRODUCT NAME
5 SAN MARTIN FRUIT & BERRY WINES
6 SAN MARTIN DESSERT WINES
7 SAN MARTIN SPARKLING WINES
SIC#
2084019
2084021
2084031

 SOUTHLAND CORPORATION * TOTAL SALES 1790.0 MIL\$ U.S./TOTAL SALES 91.0% PROFITS/EQUITY 12.6% *
 ***** TOTAL ASSETS 537.0 MIL\$ FOOD/TOTAL SALES 17.6% PROFITS/ASSETS 6.9% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 19.3% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 2.2 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES .0% *

STORES DIVISION SALES 87.0%, DIVISION PROFITS 88.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHARLES & CO GOURMET STORES	5411000	5 BARRICINI CANDY SHOPS	5441000
2 GRISTEDES SELF-SERVICE STORES	5411000	6 LOFTS CANDY SHOPS	5441000
3 GRISTEDES SERVICE STORES	5411000	7 CHARLES & CO SANDWICH SHOPS	5812000
4 7-ELEVEN CONVENIENCE STORES	5411000	8 GRISTEDES LIQUOR STORES	5921000

DAIRIES DIVISION SALES 12.0%, DIVISION PROFITS 11.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ADHOR FARMS ICE CREAM	2024013	22 HORTENS DAIRY PRODUCTS	2026000
2 ALOHA ICE CREAM	2024013	23 MIDWEST FARMS DAIRY PRODUCTS	2026000
3 BANCROFT ICE CREAM	2024013	24 OAK FARMS DAIRY PRODUCTS	2026000
4 BRIGGS ICE CREAM	2024013	25 VELDA FARMS DAIRY PRODUCTS	2026000
5 CABELL'S ICE CREAM	2024013	26 WANZER'S DAIRY PRODUCTS	2026000
6 COOPER FARMS ICE CREAM	2024013	27 ADHOR FARMS MILK	2026200
7 EMBASSY ICE CREAM	2024013	28 ALOHA MILK	2026200
8 HARBISONS ICE CREAM	2024013	29 BANCROFT MILK	2026200
9 HORTENS ICE CREAM	2024013	30 BRIGGS MILK	2026200
10 MIDWEST FARMS ICE CREAM	2024013	31 CABELL'S MILK	2026200
11 OAK FARMS ICE CREAM	2024013	32 COOPER FARMS MILK	2026200
12 VELDA FARMS ICE CREAM	2024013	33 EMBASSY MILK	2026200
13 WANZER'S ICE CREAM	2024013	34 HARBISONS MILK	2026200
14 ADHOR FARMS DAIRY PRODUCTS	2026000	35 HORTENS MILK	2026200
15 ALOHA DAIRY PRODUCTS	2026000	36 MIDWEST FARMS MILK	2026200
16 BANCROFT DAIRY PRODUCTS	2026000	37 OAK FARMS MILK	2026200
17 BRIGGS DAIRY PRODUCTS	2026000	38 VELDA FARMS MILK	2026200
18 CABELL'S DAIRY PRODUCTS	2026000	39 WANZER'S MILK	2026200
19 COOPER FARMS DAIRY PRODUCTS	2026000	40 FARM FIELD FRUIT JUICES	2033400
20 EMBASSY DAIRY PRODUCTS	2026000	41 SUNNY SEVEN FRUIT JUICES	2033400
21 HARBISONS DAIRY PRODUCTS	2026000	42 FARM FIELD SALADS	2099963

SPECIAL OPERATIONS DIVISION SALES 1.0%, DIVISION PROFITS .9%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BARRICINI CANDIES	2065300	5 SLURPEE SYRUPS	2087220
2 LOFTS CANDIES	2065300	6 REDDY-ICE BLOCK ICE	2097011
3 BARRICINI CHOCOLATES	2066200	7 REDDY-ICE PROCESSED ICE	2097051
4 LOFTS CHOCOLATES	2066200		

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*****
SPENCER FOODS INC          * TOTAL SALES      444.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      12.9% *
*****                    * TOTAL ASSETS      53.0 MIL$ FOOD/TOTAL SALES      96.6% PROFITS/ASSETS      7.2% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES      96.6% ADVERTISING/SALES      NA *
                              * MEDIA ADVERTISING .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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BEEF DIVISION SALES 91.9%, DIVISION PROFITS 110.9%, DIVISION AD/SALES .0%

LEATHER DIVISION SALES 3.6%, DIVISION PROFITS 28.3%, DIVISION AD/SALES .0%

PROCESSED MEAT DIVISION SALES 4.5%, DIVISION PROFITS -39.1%, DIVISION AD/SALES .0%

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*****
SPRINGS MILLS, INC        * TOTAL SALES      543.0 MIL$ U.S./TOTAL SALES      88.9% PROFITS/EQUITY      2.4% *
*****                    * TOTAL ASSETS      411.0 MIL$ FOOD/TOTAL SALES      22.5% PROFITS/ASSETS      3.1% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES      25.3% ADVERTISING/SALES      NA *
                              * MEDIA ADVERTISING .1 MIL$ U.S./TOTAL PROFITS      NA R&D/SALES      NA *
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FROZEN FOODS DIVISION SALES 22.5%, DIVISION PROFITS -23.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CHILL RIPE FROZEN FOODS	2037000	6 MCKENZIE'S FROZEN FOODS	2037000
2 DIXIANA FROZEN FOODS	2037000	7 SEABROOK FARMS FROZEN FOODS	2037000
3 GLACIER FROZEN FOODS	2037000	8 SNOW CROP FROZEN FOODS	2037000
4 GOLD KING FROZEN FOODS	2037000	9 CARNATION FROZEN SHRIMP	2092416
5 KITCHEN READY FROZEN FOODS	2037000		

TEXTILES DIVISION SALES 41.4%, DIVISION PROFITS 123.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MORGAN JONES SHEETS	2211700	4 SPRINGMAID SHEETS AND PILLOW CASES	2211800
2 PEQUOT SHEETS	2211700	5 SUTRASUEDE CLOTH	2221000
3 SKINNER CLOTH	2211700		

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*****
SQUIBB CORPORATION        * TOTAL SALES      1111.0 MIL$ U.S./TOTAL SALES      65.0% PROFITS/EQUITY      15.4% *
*****                    * TOTAL ASSETS      1169.0 MIL$ FOOD/TOTAL SALES      20.6% PROFITS/ASSETS      10.1% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 45.8 MIL$ U.S. FOOD/U.S. SALES      23.0% ADVERTISING/SALES      4.1% *
                              * MEDIA ADVERTISING 16.0 MIL$ U.S./TOTAL PROFITS      63.0% R&D/SALES      4.4% *
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PROFESSIONAL PRODUCTS DIVISION SALES 56.6%, DIVISION PROFITS 71.0%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SWEETA NON CALORIC SWEETENER	2099320	10 RENOGRAFIN DIAGNOSTIC AGENTS	2831411
2 ALBUMOTOPE-LS DIAGNOSTIC AGENTS	2831411	11 RENOTEC KIT DIAGNOSTIC AGENTS	2831411
3 ANGIOTENSIN IMMUTOPE DIAGNOSTIC AGENTS	2831411	12 SETHOTOPE DIAGNOSTIC AGENTS	2831411
4 CHULOGRAFIN DIAGNOSTIC AGENTS	2831411	13 TESULOID KIT DIAGNOSTIC AGENTS	2831411
5 HIPPUTOPE DIAGNOSTIC AGENTS	2831411	14 DELADUMOE OB HORMONAL PRODUCT	2834100
6 HYRODTAT-FT1 DIAGNOSTIC AGENTS	2831411	15 DELALUTIN HORMONAL PRODUCT	2834100
7 IODOTOPE DIAGNOSTIC AGENTS	2831411	16 DELESTROGEN HORMONAL PRODUCT	2834100
8 MINITEC DIAGNOSTIC AGENTS	2831411	17 FLAMINON NON-STEROIDAL ANTIARTHRITIC	2834200
9 GRAGRAFIN DIAGNOSTIC AGENTS	2831411	18 MOTIVAL DRUGS FOR ANXIETY AND DEPRESSION	2834200

19	PROLIXIN DECAUATE DRUGS FOR CENTRAL NERVOUS	2834200
20	PROLIXIN DRUGS FOR CENTRAL NERVOUS SYSTEM	2834200
21	PROLIXIN ENATHATE DRUGS FOR CENTRAL NERVOUS	2834200
22	VALADOL ANALGESIC	2834200
23	VESPRIN DRUGS FOR CENTRAL NERVOUS SYSTEM	2834200
24	MATURETIN CARDIOVASCULAR PRODUCTS	2834300
25	PRONESTYL CARDIOVASCULAR PRODUCTS	2834300
26	RAUDIXIN CARDIOVASCULAR PRODUCTS	2834300
27	RAUTRAX CARDIOVASCULAR PRODUCTS	2834300
28	RAUZIIDE CARDIOVASCULAR PRODUCTS	2834300
29	SPEC-T COUGH & COLD PRODUCTS	2834400
30	SQUIBB EPI-CLEAR ACNE KIT	2834600
31	SQUIBB GOLDEN BOUNTY VITAMINS	2834700
32	THERAGKAN VITAMIN TABLETS	2834700
33	THERAGKAN-M VITAMINS	2834700
34	VIGRAN VITAMIN	2834700
35	DEXACILLIN ANTIBIOTICS	2834800
36	FUNGIZONE ANTIBIOTICS	2834800
37	HALOG ANTI-INFLAMMATORY COMPOUND	2834800

38	KENACORT ANTI-INFLAMMATORY COMPOUND	2834800
39	KENALOG ANTI-INFLAMMATORY COMPOUND	2834800
40	MYCOLOG ANTI-INFLAMMATORY COMPOUND	2834800
41	MYCOSTATIN ANTIBIOTICS	2834800
42	MYSTECIN-F ANTIBIOTICS	2834800
43	PENTIDS ANTIBIOTICS	2834800
44	PRINCIPEN ANTIBIOTICS	2834800
45	SUMYCIN ANTIBIOTICA	2834800
46	VEETIDS ANTIBIOTICS	2834800
47	VELOSEF ANTIBIOTICS	2834800
48	DIROCID VETERINARY PRODUCTS	2834900
49	EQUIPOISE VETERINARY PRODUCTS	2834900
50	PANOLOG VETERINARY PRODUCTS	2834900
51	PRINZONE VETERINARY PRODUCTS	2834900
52	TAG VETERINARY PRODUCTS	2834900
53	VERMINUN VETERINARY PRODUCTS	2834900
54	VETALOG VETERINARY PRODUCTS	2834900
55	VETISULID VETERINARY PRODUCTS	2834900
56	BRUXODENT ELECTRIC TOOTHBRUSH	3634300

	PRODUCT NAME	SIC#
1	TABLE TALK FROZEN PIES	2038111
2	TABLE TALK FRESH PIES	2051511
3	LIFE SAVERS LOLLIPOPS	2065200
4	LIFE SAVERS CANDY	2065300
5	MIGHTY MINTS CANDY	2065300
6	BEECH-NUT COUGH DROPS	2065821
7	PINE BKOS COUGH DROPS	2065821

	PRODUCT NAME	SIC#
8	BEECHIES CHEWING GUM	2067012
9	BEECH-NUT CHEWING GUM	2067012
10	BUBBLE YUM BUBBLE GUM	2067012
11	CARE FREE CHEWING GUM	2067012
12	FRUIT STRIPE CHEWING GUM	2067012
13	LIFE SAVERS CHEWING GUM	2067012
14	CARE FREE SUGARLESS BUBBLE GUM	2067013

	PRODUCT NAME	SIC#
1	DOBBS HOUSE RESTAURANT	5812000
2	DOBBS RESTAURANT	5812000

PRODUCT NAME	SIC#
3 STEAK 'N EGG KITCHEN COFFEE SHOPS	5812000

	PRODUCT NAME	SIC#
1	JEAN NATE MULTI-PRODUCT	2844000
2	JEAN NATE PERFUME	2844200
3	LANVIN PERFUME & BATH TOILETRIES	2844200
4	YVES SAINT LAURENT COLOGNE FOR MEN	2844200
5	YVES SAINT LAURENT PERFUME	2844200
6	ANDREA CREME BLEACH	2844351
7	ANDREA GOODBYE DYE REMOVER	2844398
8	ALEXANDRA DE MARKOFF COSMETICS	2844500
9	CHARLES OF THE RITZ CREAMS & LOTIONS	2844500

PRODUCT NAME	SIC#
10 COUNTESS ISSERLYN MAKE-UP	2844500
11 JEAN NATE CREAMS LOTIONS & SOAPS	2844500
12 BAIN DE SOLEIL SUNTAN PRODUCTS	2844515
13 ANDREA NAIL CONTROL	2844539
14 JEAN NATE AFTER BATH LOTION	2844561
15 JEAN NATE BATH GEL	2844561
16 ANDREA EYE-QS MAKE-UP REMOVER PADS	3999913
17 ANDREA EYELASHES	3999925
18 MOD NATURAL HAIR LASHES	3999925


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*****
STANDARD BRANDS          * TOTAL SALES          1800.0 MIL$ U.S./TOTAL SALES          70.0% PROFITS/EQUITY          15.6% *
*****
                          * TOTAL ASSETS          947.0 MIL$ FOOD/TOTAL SALES          96.8% PROFITS/ASSETS          10.1% *
*****
OWNERSHIP: U.S. PUBLIC CORP.
                          * TOTAL ADVERTISING          54.5 MIL$ U.S. FOOD/U.S. SALES          91.7% ADVERTISING/SALES          3.0% *
                          * MEDIA ADVERTISING          33.1 MIL$ U.S./TOTAL PROFITS          68.0% R&D/SALES          .5% *
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CONSUMER AND FOOD SERVICE PRODUCTS DIVISION SALES 76.2%, DIVISION PROFITS 54.0%, DIVISION AD/SALES 2.4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FLEISCHMANN'S FROZEN EGG BEATERS	2017257	49 RAPHAEL WINES	2084010
2 GLORIA POWDERED MILK	2023128	50 ROBERTSON'S WINES	2084010
3 CHASE & SANBORN CREAMER	2026243	51 WEIBEL WINE	2084010
4 SUN MAID RAISINS-VEND & SPECIALTY PACK	2034113	52 WILLIAMS & HUMBERT WINES	2084010
5 SAROMA WORCESTERSHIRE SAUCE	2035351	53 WILLM ALSATIAN WINES	2084010
6 RIERA-MARSA DRY BABY FOODS	2043019	54 LILY MARLENE LIEBFRAUMILCH	2084012
7 LION BAKING PRODUCTS	2045500	55 PATERNINA SPANISH RIOJAS WINES	2084014
8 RIERA-MARSA FLOUR MIXES	2045500	56 BOLLINGER CHAMPAGNES	2084031
9 CATARI PIZZA & TOMATO MIXES	2045568	57 WEIBEL CHAMPAGNE	2084031
10 WALTER KENDALL FIVES & KIBBLED	2047100	58 C & P FRENCH VERMOUTHS	2084041
11 DR BALLARDS CANNED DOG FOOD	2047121	59 DUVAL FRENCH VERMOUTHS	2084041
12 HUNT CLUB BURGERS	2047131	60 SUZE APERITIF	2084041
13 DR BALLARDS CANNED CAT FOOD	2047141	61 DASILVA PORT WINES	2084043
14 CURTISS CANDY DIVISION	2065000	62 DRY SACK SHERRY	2084043
15 BABY RUTH CANDIES	2065100	63 ESPANGRIA SANGRIA	2084043
16 WAYNE BUN BARS	2065100	64 COMANDON COGNAC	2084065
17 CLOSETTE CANDY	2065300	65 DELAMAIN COGNAC	2084065
18 PEARSONS CANDY	2065300	66 GASTON DE LAGRANGE COGNACS	2084065
19 MELVILLE BULK CANDIES	2065400	67 MONTESQUIOU ARMAGNAC	2084065
20 FELIX NUT & SNACK PRODUCTS	2065811	68 MONTGOMERY CALVADOS	2084065
21 PLANTERS DRY ROASTED NUTS	2065811	69 FLEISCHMANN DISTILLING CORP LIQUORS	2085300
22 PLANTERS NUTS	2065811	70 WHITE TAVERN SPIRITS	2085300
23 PLANTERS MULTI-PRODUCT ADVERTISING	2065831	71 ACADIEN CANADIAN WHISKY	2085310
24 BUTTERFINGER CANDY BAR	2066230	72 BICENTENNIAL DECANTER KENTUCKY STRAIGHT BOUR	2085310
25 COCONUT GROVE BARS	2066230	73 BUCHANANS SCOTCH WHISKY	2085310
26 LOWNEY CANDY	2066242	74 CANADIAN LTD WHISKEY	2085310
27 MOIRS POT OF GOLD CHOCOLATES	2066242	75 CAPERCAILLE SCOTCH WHISKY	2085310
28 CHIPITS CHOCOLATE BAKING AIDS	2066811	76 DAVIESS COUNTY BOURBON	2085310
29 FLO-N-FRY LIQUID SHORTENING	2079110	77 FLEISCHMANN'S PREFERRED WHISKEY	2085310
30 FLEISCHMANN'S CORN OIL	2079167	78 OLD MEDLEY SOUR MASH STRAIGHT BOURBON	2085310
31 PLANTERS PEANUT OIL	2079167	79 SKY LARK BLENDED WHISKEY	2085310
32 BLUE BONNET MARGARINES	2079201	80 1877 BLENDED WHISKY	2085310
33 BLUE BONNET SPREAD IMITATION MARGARINE	2079201	81 FLEISCHMANN'S GIN	2085321
34 DIET FLEISCHMANN'S MARGARINE	2079201	82 LLOYD'S IMPORTED ENGLISH GIN	2085321
35 FLEISCHMANN'S MARGARINES	2079201	83 AMARETTO DI AMORE LIQUEUR	2085325
36 FLEISCHMANN'S REGULAR MARGARINE	2079201	84 B & B DOM	2085325
37 FLEISCHMANN'S SOFT & REGULAR MARGARINE	2079201	85 BENEDICTINE & B & B LIQUEURS	2085325
38 ANTINORI ITALIAN WINES	2084010	86 GARNIER LIQUEURS	2085325
39 ATHENA GREEK WINES	2084010	87 PERNOD LIQUEUR	2085325
40 BODEGAS FRANCO-ESPANOLAS WINES	2084010	88 PIPPERMINT GET LIQUEUR	2085325
41 CHANSON BURGANDIES WINES	2084010	89 FLEISCHMANN'S VODKA	2085333
42 CHERRY ELSINORE WINES	2084010	90 ROMANOFF VODKA	2085333
43 DEINHARD WINES	2084010	91 DEMERARA RUM	2085337
44 GREAT NUN WINE	2084010	92 LEMON HART JAMAICA RUM	2085337
45 JULIUS WILE WINES	2084010	93 LIBRE RUM	2085337
46 LANGLOIS-CHATEAU WINES	2084010	94 TRIGO WHITE & GOLD RUMS	2085337
47 LEACOCK MADEIRAS WINES	2084010	95 NUMERO UNO TEQUILA	2085339
48 PRATS BORDEAUX WINES	2084010	96 FRESCO ROYAL DRINKING POWDER	2087435

STANDARD BRANDS (CONTINUED)

97 ROYALINA DRINKING POWDER	2097435	178 PLANTERS POTATO CHIPS	2099212
98 BICO COFFEE	2095115	109 WALKERS CRISPS	2099212
99 CHASE & SANBORN COFFEE	2095115	110 MAGIC BAKING POWDER	2099411
100 CLUB COFFEE	2095115	111 FLEISCHMANN'S YEAST	2099433
101 LA MAISON DU CAFE COFFEE	2095115	112 FLEISCHMANN'S YEAST BLUE BONNET & PILLSBURY F	2099433
102 BECHARAS COFFEE	2095215	113 ATI TEA	2099582
103 ARDILLA PASTAS	2098011	114 TENDER LEAF TEA	2099582
104 LAKOSA PASTA	2098011	115 PLANTERS PEANUT BUTTER	2099944
105 TAMATINA FLAN DESSERT	2099113	116 GILLETTS DETERGENTS	2041200
106 ROYAL GELATIN DESSERT	2099153	117 SUPER DMP	2841200
107 BOCA DOCE PUDDINGS	2099193	118 JAVEL BLEACH	2842243

INDUSTRIAL PRODUCTS AND BAKING INGREDIENTS DIVISION SALES 23.0%, DIVISION PROFITS 46.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FLEISCHMANS FROZEN EGGS	2017250	13 PUFF PASTRY SHORTENING	2079110
2 FLEISCHMANS FROZEN FRUITS	2037100	14 RED BAND SHORTENINGS	2079110
3 CLINTOSE PEXTROSE	2046000	15 BLUE BONNET LIQUID MARGARINE	2079201
4 ISOMEROSE CORN SYRUP	2046000	16 DANISH ROLL-IN MARGARINE	2079201
5 LEV-U-DEX CORN SYRUP	2046000	17 FLEISCHMANS MARGARINES	2079201
6 NUSWEET E CORN SYRUP	2046000	18 HI-LO MARGARINE	2079201
7 CLINTON CORN STARCH	2046031	19 TASTEX MARGARINES	2079201
8 CHOICE PECANS	2065811	20 FLEISCHMANS DOUGH IMPROVER	2099400
9 DE LEON SHELLED PEANUTS	2065811	21 FLEISCHMANS LEAVENERS	2099400
10 FANCY PECANS	2065811	22 FLEISCHMANS YEAST	2099435
11 PLANTERS CHOPPED PEANUTS	2065811	23 FLEISCHMANS BREAD FLAVORS	2099900
12 PLANTERS PEANUT OIL	2076257	24 PLANTERS PEANUT BUTTER	2099946

 STOKELY-VAN CAMP INC * TOTAL SALES 470.0 MIL\$ U.S./TOTAL SALES 96.6% PROFITS/EQUITY 7.0% *

 * TOTAL ASSETS 239.0 MIL\$ FOOD/TOTAL SALES 100.0% PROFITS/ASSETS 7.5% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 8.0 MIL\$ U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES 1.7% *
 * MEDIA ADVERTISING 5.0 MIL\$ U.S./TOTAL PROFITS NA R&D/SALES .0% *

CANNED FRUITS & VEGETABLES DIVISION SALES 53.2%, DIVISION PROFITS NA , DIVISION AD/SALES 1.4%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GRAVES BEANS WITH PORK	2032370	20 STOKELY'S FINEST CANNED VEGETABLES	2033200
2 VAN CAMP'S PORK & BEANS	2032370	21 STOKELY'S FINEST LIMA BEANS	2033203
3 VAN CAMP'S BEANEE WEELEE	2032382	22 STOKELY'S FINEST PEAS & CARROTS	2033235
4 KUNER'S CHILI BEANS	2032386	23 STOKELY'S FINEST PUMPKIN	2033254
5 VAN CAMP'S BROWN SUGAR BEANS	2032386	24 STOKELY'S FINEST SPINACH	2033255
6 VAN CAMP'S CHILEE WEELEE	2032386	25 STOKELY'S FINEST TURNIP GREENS	2033258
7 VAN CAMP'S CHILI	2032386	26 SUNSHINE PIMIENTOS	2033273
8 VAN CAMP'S CHILI WITH BEANS	2032386	27 GRAVES POTATOES	2033275
9 VAN CAMP'S KIDNEY BEANS	2032386	28 STOKELY'S FINEST POTATOES	2033275
10 VAN CAMP TAMALES	2032493	29 KUNER'S SAUERKRAUT	2033276
11 STOKELY'S FINEST CANNED FOODS	2033000	30 STOKELY'S FINEST SAUERKRAUT	2033276
12 STOKELY'S FINEST CANNED FRUITS	2033100	31 STOKELY'S FINEST ASPARAGUS	2033291
13 GRAVES APPLES	2033112	32 STOKELY'S FINEST GREEN BEANS	2033292
14 STOKELY'S FINEST APRICOTS	2033115	33 STOKELY'S FINEST SHELLIE BEANS	2033292
15 STOKELY'S FINEST CHERRIES	2033122	34 STOKELY'S FINEST WAX BEANS	2033292
16 STOKELY'S FINEST APPLESAUCE	2033171	35 STONE MOUNTAIN GREEN BEANS	2033292
17 STOKELY'S FINEST FRUIT COCKTAIL	2033172	36 SUNSHINE GREEN BEANS	2033292
18 STOKELY'S FINEST PEACHES	2033174	37 STOKELY'S FINEST BEETS	2033293
19 STOKELY'S FINEST PEARS	2033175	38 STOKELY'S FINEST CORN	2033294

39 KUNER'S SWEET PEAS	2033296	45 STOKELY'S FINEST ORANGE JUICE	2033492
40 STOKELY'S FINEST SWEET PEAS	2033296	46 STOKELY'S FINEST TOMATO JUICE	2033515
41 STOKELY'S FINEST TOMATOES	2033297	47 KUNER'S TOMATO SAUCE	2033613
42 SUNSHINE RUTABAGAS	2033298	48 STOKELY'S FINEST CATSUP	2033621
43 VAN CAMP'S HUMINY	2033315	49 KUNER'S PICKLES	2035210
44 STOKELY'S FINEST GRAPEFRUIT JUICE	2033431	50 VAN CAMP'S SPANISH RICE	2044015

FROZEN FRUITS & VEGETABLES DIVISION SALES 22.0%, DIVISION PROFITS NA , DIVISION AD/SALES 1.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 PICTSWEET STRAWBERRIES	2037135	14 PICTSWEET PEAS & CARROTS	2037233
2 STOKELY'S FINEST STRAWBERRIES	2037135	15 PICTSWEET CAULIFLOWER	2037235
3 STOKELY'S FINEST FROZEN VEGETABLES	2037200	16 STOKELY'S FINEST CAULIFLOWER	2037235
4 PICTSWEET CUT GREEN BEANS	2037213	17 PICTSWEET PEAS	2037241
5 STOKELY'S FINEST CUT GREEN BEANS	2037213	18 STOKELY'S FINEST PEAS	2037241
6 PICTSWEET BABY LIMA BEANS	2037221	19 PICTSWEET SPINACH	2037242
7 PICTSWEET FORDHOOK LIMA BEANS	2037221	20 STOKELY'S FINEST SPINACH	2037242
8 STOKELY'S FINEST BABY LIMA BEANS	2037221	21 SIZEWISE COMBINATION VEGETABLES	2037246
9 STOKELY'S FINEST FORDHOOK LIMA BEANS	2037221	22 STOKELY'S FINEST COMBINATION VEGETABLES	2037246
10 PICTSWEET BROCCOLI	2037225	23 PICTSWEET CUT CORN	2037253
11 STOKELY'S FINEST BROCCOLI	2037225	24 STOKELY'S FINEST CUT CORN	2037253
12 PICTSWEET BRUSSELS SPROUT	2037231	25 PICTSWEET SQUASH	2037298
13 STOKELY'S FINEST BRUSSELS SPROUTS	2037231	26 STOKELY'S FINEST SQUASH	2037298

VEGETABLE OILS DIVISION SALES 20.0%, DIVISION PROFITS NA , DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 DIXIE SHORTENING	2079112	3 DIXIE VEGETABLE OIL	2079167
2 DIXIE CORN OIL	2079167	4 DIXIE MARGARINE	2079201

OTHER PRODUCTS DIVISION SALES 4.0%, DIVISION PROFITS NA , DIVISION AD/SALES 6.9%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 POPEYE CEREALS	2043010	5 POPEYE PUFFED RICE	2043017
2 PURITY MILLS CEREALS	2043010	6 GATORADE CARBONATED DRINK	2086027
3 RICEOS CEREAL	2043010	7 GATORADE NONCARBONATED DRINK	2086090
4 POPEYE PUFFED WHEAT	2043012	8 POPEYE POPCORN	2099985

STROH BREWERY * TOTAL SALES 200.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *

 * TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING 5.7 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

STROH BREWERY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 2.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GOEBEL BEER	2082114	3 STROHS BEER	2082114
2 GOEBEL BEER	2082114		

 SUCREST CORPORATION * TOTAL SALES 702.0 MIL\$ U.S./TOTAL SALES 92.1% PROFITS/EQUITY 11.7% *
 ***** TOTAL ASSETS 105.0 MIL\$ FOOD/TOTAL SALES 92.1% PROFITS/ASSETS 5.5% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .0 MIL\$ U.S./TOTAL PROFITS 85.2% R&D/SALES NA *

SWEETENERS DIVISION SALES 74.5%, DIVISION PROFITS 25.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 REVERE SUGAR	2062011	2 SUCREST SUGAR	2062011

SPECIALTY PRODUCTS DIVISION SALES 9.3%, DIVISION PROFITS 54.5%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NULOMOLINE INVERT SUGAR PRODUCT	2062056	5 XTRA-BURG HAMBURGER SEASONING	2099938
2 FLIP-EMS PACKAGED CANDY	2065300	6 DRIFOND DRY FONDANT	2099993
3 HOME MAID EDIBLE MOLASSES	2099310	7 NULOFOND DRY FONDANT	2099993
4 HONI-MATE HONEY SUBSTITUTE	2099925	8 KOMPACT TAELET BINDER	2782200

BREDDO FOOD INGREDIENTS DIVISION SALES 9.6%, DIVISION PROFITS 18.2%, DIVISION AD/SALES .0%

XTRAVIM ANIMAL FEED PRODUCTS DIVISION SALES 6.6%, DIVISION PROFITS 2.3%, DIVISION AD/SALES .0%

 SUN HARBOR IND * TOTAL SALES 152.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
 ***** TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .0 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

SUN HARBOR DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

 SUNNYLAND PACKING CO * TOTAL SALES 160.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
 ***** TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .1 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

SUNNYLAND PACKING CO DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 SUNNYLAND MEAT PRODUCTS	2011000		

CATTLE FEED		DIVISION SALES	4.9%	DIVISION PROFITS	4.9%	DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#			PRODUCT NAME	SIC#		
1 TROPICANA CITRUS PULP CATTLE FEED	2048000						

TROPICANA PRODUCTS, INC (CONTINUED)

OTHER PRODUCTS		DIVISION SALES		3.1%, DIVISION PROFITS		3.3%, DIVISION AD/SALES		.0%	

TYSON FOODS, INC		* TOTAL SALES		170.0 MIL\$ U.S./TOTAL SALES		100.0% PROFITS/EQUITY		20.9% *	
*****		* TOTAL ASSETS		59.0 MIL\$ FOOD/TOTAL SALES		100.0% PROFITS/ASSETS		11.5% *	
OWNERSHIP: U.S. PUBLIC CORP.		* TOTAL ADVERTISING		NA U.S. FOOD/U.S. SALES		100.0% ADVERTISING/SALES		NA *	
		* MEDIA ADVERTISING		.7 MIL\$ U.S./TOTAL PROFITS		100.0% R&D/SALES		NA *	

TYSON FOODS, INC		DIVISION SALES		100.0%, DIVISION PROFITS		100.0%, DIVISION AD/SALES		.1%	
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#			
1 TYSON'S PRIDE POULTRY		2016100		2 TYSON COUNTRY FRESH CHICKEN		2017127			

U AND I INCORPORATED		* TOTAL SALES		200.0 MIL\$ U.S./TOTAL SALES		100.0% PROFITS/EQUITY		18.1% *	
*****		* TOTAL ASSETS		162.0 MIL\$ FOOD/TOTAL SALES		100.0% PROFITS/ASSETS		7.7% *	
OWNERSHIP: U.S. PUBLIC CORP.		* TOTAL ADVERTISING		NA U.S. FOOD/U.S. SALES		100.0% ADVERTISING/SALES		NA *	
		* MEDIA ADVERTISING		.1 MIL\$ U.S./TOTAL PROFITS		100.0% R&D/SALES		.4% *	

PROCESSING		DIVISION SALES		91.0%, DIVISION PROFITS		118.1%, DIVISION AD/SALES		.0%	
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#			
1 U & I SUGAR		2063907							
FARMING		DIVISION SALES		9.0%, DIVISION PROFITS		-18.1%, DIVISION AD/SALES		.0%	

UNILEVER		* TOTAL SALES		13645.0 MIL\$ U.S./TOTAL SALES		9.7% PROFITS/EQUITY		10.3% *	
*****		* TOTAL ASSETS		4524.0 MIL\$ FOOD/TOTAL SALES		63.2% PROFITS/ASSETS		8.6% *	
OWNERSHIP: UNITED KINGDOM		* TOTAL ADVERTISING		NA U.S. FOOD/U.S. SALES		94.0% ADVERTISING/SALES		NA *	
		* MEDIA ADVERTISING		88.2 MIL\$ U.S./TOTAL PROFITS		NA R&D/SALES		1.2% *	

MARGARINE, OTHER FATS AND OILS, DAIRY PRODU		DIVISION SALES		26.8%, DIVISION PROFITS		15.7%, DIVISION AD/SALES		.1%	
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#			
1 SPKY SHORTENING		2079110		7 IMPERIAL REGULAR MARGARINE		2079201			
2 FRUIT D' OR SUNFLOWER OIL		2079112		8 LIGHT BLEND IMPERIAL MARGARINE		2079201			
3 KIMBO COOKING FAT		2079118		9 MONARCH MARGARINE		2079201			
4 AUTUMN MARGARINE		2079201		10 PROMISE MARGARINE		2079201			
5 BLUE BRAND MARGARINE		2079201		11 SOFT SPREAD IMPERIAL MARGARINE		2079201			
6 DIET IMPERIAL IMITATION MARGARINE		2079201							
OTHER FOODS		DIVISION SALES		25.5%, DIVISION PROFITS		21.3%, DIVISION AD/SALES		.6%	
PRODUCT NAME		SIC#		PRODUCT NAME		SIC#			
1 LAWSON'S MEATS		2011000		7 WALLS SOFT SCOOP ICE CREAM		2024013			
2 WALLS MEATS		2011000		8 LUCKY WHIP AERATED DESSERT TOPPING		2026263			
3 MORTON HOUSE CANNED MEATS		2013819		9 UNOX LIQUID BOUILLON		2032271			
4 GOOD HUMOR ICE CREAM		2024013		10 UNOX SPECIALTY SOUPS		2032271			
5 ROYAL ICE CREAM		2024013		11 MORTON HOUSE BAKED BEANS		2032382			
6 TAKE HOME ICE CREAM		2024013		12 MORTON HOUSE CHILI		2032386			

13 BETUWE VITAL VEGETABLE COCKTAIL	2033500	33 PENNSYLVANIA DUTCH EGG NOODLES PLUS	2098051
14 DE BETUWE LOW CALORIE JAMS AND SPREADS	2033800	34 PENNSYLVANIA DUTCH MACARONI & CHEESE DINNER	2098099
15 CONTINENTAL SOUP MIX	2034211	35 KNOX GELATINE	2099153
16 LIPTON COUNTRY KITCHEN SOUP MIXES	2034211	36 KNOX GELATINE CONTEST	2099153
17 LIPTON CUP-A-SOUP INSTANT SOUP MIX	2034211	37 KNOX GELATINE DRINK PREMIUM OFFER	2099153
18 LIPTON CUP-A-SOUP & SOUP MIXES	2034211	38 KNOX GELATINE PREMIUM OFFER	2099153
19 LIPTON SOUP MIXES	2034211	39 KNOX GELATINE & SWEET N LOW SUBSTITUTE	2099153
20 KOYCO DIETETIC DRIED SOUPS	2034211	40 MRS BUTTERWORTHS SYRUP	2099310
21 CALVE LOW CALORIE MAYONNAISES	2035423	41 LIPTON FOOD PRODUCTS	2099580
22 WISH-BONE SALAD DRESSING	2035430	42 LIPTON TEA BAGS	2099582
23 WISH-BONE SALAD DRESSING & KELLOGS CORN FLAK	2035430	43 LIPTON ICED TEA MIX	2099583
24 WISH-BONE LOW CALORIE DRESSING	2035439	44 LIPTON INSTANT TEA	2099583
25 KNOX FRUIT ROLL	2036115	45 LIPTON INSTANT TEA & ICED TEA MIX	2099583
26 QUICK DINNER FROZEN DINNERS	2038225	46 LIPTON INSTANT & LOW CALORIE ICED TEA MIXES	2099583
27 TABBY CANNED CAT FOOD	2047141	47 LIPTON LOW CALORIE ICED TEA MIX	2099583
28 TABBY TENDER DINNERS CAT FOOD	2047156	48 LIPTON REGULAR & INSTANT TEA	2099583
29 PISCHINGER CHOCOLATE WAFERS	2052219	49 LIPTON REGULAR & INSTANT TEA & ICED TEA MIX	2099583
30 LIPTON MAKE-A-BETTER BURGER	2075298	50 LIPTON CANNED ICED TEA	2099584
31 MER SOFT DRINKS	2086020	51 MACFISHERIES RESTAURANTS	5812000
32 PENNSYLVANIA DUTCH EGG NOODLES	2098051	52 NORDSEE SHOPS AND RESTAURANTS	5812000

DETERGENTS

DIVISION SALES 16.9%, DIVISION PROFITS 25.1%, DIVISION AD/SALES 1.7%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ALL DISHWASHING DETERGENT	2841200	20 CARESS TOILET SOAP	2841311
2 ALL LIQUID DETERGENT	2841200	21 DOVE TOILET SOAP	2841311
3 ALL POWDER DETERGENT	2841200	22 LIFEBOUY SOAP	2841311
4 BREEZE LAUNDRY DETERGENT	2841200	23 LUX TOILET SOAP	2841311
5 COLD WATER ALL LIQUID DETERGENT	2841200	24 LYRIL TOILET SOAP	2841311
6 COLD WATER ALL POWDER DETERGENT	2841200	25 PEARLS COMPLEXION SOAP	2841311
7 DOVE-FOR-DISHES LIQUID	2841200	26 PHASE III DEODORANT SOAP	2841311
8 DRIVE LAUNDRY DETERGENT	2841200	27 REXONA TOILET SOAP	2841311
9 JIF LIQUID HOUSEHOLD CLEANER	2841200	28 RIN BAR DETERGENT	2841313
10 LUX LIQUID DETERGENT	2841200	29 GLAMORENE OVEN CLEANER	2842321
11 RINSO POWDER DETERGENT	2841200	30 DRAIN POWER DRAIN OPENER	2842331
12 SUN DISHWASHING POWDER	2841200	31 GLAMORENE DRY RUG CLEANER	2842351
13 SUNLIGHT DETERGENT	2841200	32 GLAMORENE LIQUID RUG CLEANER	2842351
14 SUNLIGHT DISHWASHING LIQUID	2841200	33 GLAMORENE UPHOLSTERY SHAMPOO	2842351
15 WISK LIQUID DETERGENT	2841200	34 SPRAY N VAC RUG CLEANER	2842351
16 VIM SCOURING POWDER	2841253	35 COMFORT FABRIC CONDITIONER	2842394
17 AMAZE PRE-SOAK	2841261	36 FINAL TOUCH FABRIC SOFTNER	2842394
18 ATLANTIK TOILET SOAP	2841311	37 VIM LIQUID FLOOR CLEANER	2842420
19 BREEZE TOILET SOAP	2841311		

TOILET PREPARATIONS

DIVISION SALES 3.6%, DIVISION PROFITS 5.6%, DIVISION AD/SALES 4.3%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 LEVER BROTHERS CO CONSUMER POLL	2840000	8 SR TOOTHPASTE	2844411
2 LEVER BROTHERS PERSONAL PRODUCTS PREMIUM OFF	2840000	9 PEPSODENT TOOTH POWDER	2844431
3 AIN TOOTHPASTE	2844411	10 ASTRAL SKIN CREAM	2844500
4 CLOSE-UP TOOTHPASTE	2844411	11 THREE WISHES ANTI-PERSPIRANT DEODORANT	2844527
5 CLOSE-UP TOOTHPASTE PREMIUM OFFER	2844411	12 LIFE LINE PROFESSIONAL TOOTHBRUSHES	3991321
6 CLOSE-UP TOOTHPASTE SWEEPSTAKES	2844411	13 PEPSODENT TOOTHBRUSHES	3991321
7 PEPSODENT TOOTHPASTE	2844411		

CHEMICALS, PAPER, PLASTICS, PACKAGING	DIVISION SALES	6.3%, DIVISION PROFITS	3.7%, DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 MAYFAIR VINYL WALLCOVERINGS	3079600			
ANIMAL FEEDS	DIVISION SALES	5.6%, DIVISION PROFITS	1.7%, DIVISION AD/SALES	.0%
UAC INTERNATIONAL	DIVISION SALES	10.6%, DIVISION PROFITS	22.7%, DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 SATIS CANNED MEATS	2013819	2 AFRICA PALM CARGO LINER	4411000	
PLANTATIONS, TRANSPORT, OTHER INTEREST	DIVISION SALES	4.7%, DIVISION PROFITS	4.4%, DIVISION AD/SALES	.0%

*****	*****	*****	*****	*****
UNITED BISCUITS LTD (KEEBLER)	* TOTAL SALES	872.0 MIL\$ U.S./TOTAL SALES	30.7% PROFITS/EQUITY	15.1% *
*****	* TOTAL ASSETS	300.0 MIL\$ U.S./TOTAL SALES	100.0% PROFITS/ASSETS	9.6% *
OWNERSHIP: UNITED KINGDOM	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	4.3 MIL\$ U.S./TOTAL PROFITS	36.4% R&D/SALES	NA *
*****	*****	*****	*****	*****

FOODS	DIVISION SALES	16.5%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 KP PEANUTS	2065811	4 KP HULA HOOPS	2099298	
2 KP CRISPS	2099214	5 KP RANCHEROS	2099298	
3 KP CHEESEY MUNCHIES	2099298	6 KP SKIPS	2099298	
MCVITIE CAKES UNLIMITED	DIVISION SALES	8.1%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 MCVITIES CAKES	2051411	3 MCVITIES MALT LOAF CAKE	2051411	
2 MCVITIES JAFFA CAKES	2051411	4 MCVITIES MACAPOONS	2052219	
D.S. CRAWFORD	DIVISION SALES	3.2%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 CAMBELL BROS CAPITAL MEAT CENTRES	5423000	2 CARRY OUT BARS	5612000	
U.S.A. KEEBLER CO	DIVISION SALES	36.6%, DIVISION PROFITS	NA , DIVISION AD/SALES	1.3%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 KEEBLER CRACKERS	2052100	5 C.C.BIGGS CHOCOLATE CHIP COOKIES	2052219	
2 ZESTA SALTINES	2052125	6 PECAN SANDIES COOKIES	2052219	
3 KEEBLER CO REGIONAL	2052200	7 PITTER PATTEN COOKIES	2052219	
4 KEEBLER COOKIES	2052200			
OTHER OVERSEAS AND EXPORTS	DIVISION SALES	5.2%, DIVISION PROFITS	NA , DIVISION AD/SALES	.0%
PRODUCT NAME	SIC#	PRODUCT NAME	SIC#	
1 PAN ALA BRASA TOASTED BREAD SLICES	2051111			

BISCUITS

DIVISION SALES 30.4%, DIVISION PROFITS NA, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 MCVITIES DIGESTIVE BISCUIT MIX	2045556	6 MCVITIES RICH TEA BISCUITS	2052219
2 JAMAICA GINGER CAKE	2051411	7 PENGUIN BISCUITS	2052219
3 LONG LIFE CAKES	2051411	8 PENNYWISE BISCUITS	2052219
4 KRACKAWHEAT CRACKERS	2052100	9 TAXI BISCUITS	2052219
5 BANDIT BISCUITS	2052219		

UNITED BRANDS	* TOTAL SALES	2187.0 MIL\$ U.S./TOTAL SALES	73.1% PROFITS/EQUITY	2.2% *
*****	* TOTAL ASSETS	1089.0 MIL\$ FOOD/TOTAL SALES	64.4% PROFITS/ASSETS	4.0% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	81.7% ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	3.6 MIL\$ U.S./TOTAL PROFITS	73.1% R&D/SALES	NA *

BANANAS AND RELATED PRODUCTS

DIVISION SALES 30.0%, DIVISION PROFITS 69.4%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 AMISO BANANAS	0179000	3 CHIQUITA BANANAS	0179000
2 BANANA II	0179000	4 FYFFES BANANAS	0179000

MEAT PACKING AND RELATED PRODUCTS

DIVISION SALES 60.8%, DIVISION PROFITS 17.5%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HUNTER MEATS	2010000	9 BROADCAST REAL CRUMBLD BACON	2013641
2 JOHN MORRELL MEATS	2010000	10 MORRELL PRIDE BACON	2013641
3 PARTRIDGE MEAT PRODUCTS	2010000	11 RODEO BACON	2013641
4 SCOTT PETERSEN MEAT PRODUCTS	2010000	12 MORRELL PRIDE WIENERS	2013721
5 E-Z REDI BOXED BEEF	2011117	13 RODEO WIENERS	2013721
6 BROADCAST MULTI-PRODUCT ADVERTISEMENT	2013000	14 MORRELL PRIDE LUNCHEON MEAT	2013735
7 RODEO MEAT PRODUCTS	2013000	15 BROADCAST CANNED MEAT PRODUCTS	2013819
8 TABLE TRIM PORK	2013600	16 GOLDEN SUN FEEDS	2068000

FOOD PROCESSING AND FOOD SERVICES

DIVISION SALES 5.7%, DIVISION PROFITS 7.3%, DIVISION AD/SALES 2.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 NUMAR MARGARINE	2079201	3 A & W SUGAR FREE BEVERAGE	2086029
2 A & W ROOT BEER	2086024	4 A & W ROOT BEER DRIVE IN RESTAURANTS	5812000

U.S.AGRICULTURE AND FLORICULTURE

DIVISION SALES 2.4%, DIVISION PROFITS 1.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FULL O'LIFE SEEDS	0181000		

OTHER

DIVISION SALES 1.1%, DIVISION PROFITS 4.8%, DIVISION AD/SALES .2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 RENAULD SUNGLASSES	3851351		

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*****
UNITED DAIRYMANS ASSOCIATION      * TOTAL SALES      187.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      NA *
*****                          * TOTAL ASSETS      41.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS      NA *
OWNERSHIP: COOP                    * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      100.0% ADVERTISING/SALES      NA *
*****                          * MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
*****

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UNITED DAIRYMEN ASSOCIATION DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ALPINE BUTTER	2021010	20 FANCY DANISH ICE CREAM PRODUCTS	2024000
2 DARIGOLD BUTTER	2021010	21 SOOPER SCOOP ICE CREAM PRODUCTS	2024000
3 DARI-X BUTTER	2021010	22 ALPINE MILK	2026000
4 FANCY DANISH BUTTER	2021010	23 DARIGOLD MILK	2026000
5 ALPINE CHEESE-NATURAL	2022101	24 DARI-X MILK	2026000
6 DARIGOLD CHEESE-NATURAL	2022101	25 FANCY DANISH MILK	2026000
7 DARI-X CHEESE-NATURAL	2022101	26 ALPINE SOUR CREAM	2026245
8 FANCY DANISH CHEESE-NATURAL	2022101	27 DARIGOLD SOUR CREAM	2026245
9 ALPINE CHEESE-AMERICAN	2022210	28 DARI-X SOUR CREAM	2026245
10 DARIGOLD CHEESE-AMERICAN	2022210	29 FANCY DANISH SOUR CREAM	2026245
11 DARI-X CHEESE-AMERICAN	2022210	30 ALPINE COTTAGE CHEESE	2026313
12 FANCY DANISH CHEESE-AMERICAN	2022210	31 DARIGOLD COTTAGE CHEESE	2026313
13 ALPINE CONDENSED MILK	2023210	32 DARI-X COTTAGE CHEESE	2026313
14 DARIGOLD CONDENSED MILK	2023210	33 FANCY DANISH COTTAGE CHEESE	2026313
15 DARI-X CONDENSED MILK	2023210	34 ALPINE YOGURT	2026433
16 FANCY DANISH CONDENSED MILK	2023210	35 DARIGOLD YOGURT	2026433
17 ALPINE ICE CREAM PRODUCTS	2024000	36 DARI-X YOGURT	2026433
18 DARIGOLD ICE CREAM PRODUCTS	2024000	37 FANCY DANISH YOGURT	2026433
19 DARI-X ICE CREAM PRODUCTS	2024000		

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*****
UNITED STATES SUGAR CORPORATION  * TOTAL SALES      192.0 MIL$ U.S./TOTAL SALES      100.0% PROFITS/EQUITY      37.3% *
*****                          * TOTAL ASSETS      203.0 MIL$ FOOD/TOTAL SALES      94.8% PROFITS/ASSETS      26.3% *
OWNERSHIP: U.S. PUBLIC CORP.    * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      94.8% ADVERTISING/SALES      NA *
*****                          * MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      100.0% R&D/SALES      NA *
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RAW CANE SUGAR & BYPRODUCTS DIVISION SALES 94.8%, DIVISION PROFITS 101.6%, DIVISION AD/SALES .0%

CATTLE RAISING DIVISION SALES 5.2%, DIVISION PROFITS -1.6%, DIVISION AD/SALES .0%

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*****
UNIVAR CORPORATION              * TOTAL SALES      560.0 MIL$ U.S./TOTAL SALES      96.9% PROFITS/EQUITY      20.0% *
*****                          * TOTAL ASSETS      154.0 MIL$ FOOD/TOTAL SALES      28.7% PROFITS/ASSETS      10.6% *
OWNERSHIP: U.S. PUBLIC CORP.    * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES      29.7% ADVERTISING/SALES      NA *
*****                          * MEDIA ADVERTISING      .0 MIL$ U.S./TOTAL PROFITS      NA      R&D/SALES      .2% *
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CHEMICALS DISTRIBUTION DIVISION SALES 34.1%, DIVISION PROFITS 41.7%, DIVISION AD/SALES .0%

LABORATORY & PHOTOGRAPHIC SUPPLIES DISTRIBUT DIVISION SALES 31.4%, DIVISION PROFITS 14.5%, DIVISION AD/SALES .0%

WHEAT MILLING	DIVISION SALES	12.0%,	DIVISION PROFITS	8.3%,	DIVISION AD/SALES	.0%
RESINS & CHEMICALS MANUFACTURE	DIVISION SALES	5.7%,	DIVISION PROFITS	6.9%,	DIVISION AD/SALES	.0%
CORN WET MILLING	DIVISION SALES	16.8%,	DIVISION PROFITS	28.6%,	DIVISION AD/SALES	.0%

UNIVERSAL LEAF TOBACCO COMPANY INCORPORATED*	TOTAL SALES	617.0 MIL\$ U.S./TOTAL SALES	67.4%	PROFITS/EQUITY	15.5% *
*****	TOTAL ASSETS	237.0 MIL\$ FOOD/TOTAL SALES	95.0%	PROFITS/ASSETS	9.2% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	87.3%	ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	62.2%	R&D/SALES	NA *

TOBACCO OPERATIONS	DIVISION SALES	95.0%,	DIVISION PROFITS	95.1%,	DIVISION AD/SALES	.0%
INDUSTRIAL MACHINERY	DIVISION SALES	NA ,	DIVISION PROFITS	NA ,	DIVISION AD/SALES	NA
MOBIL HOME PARK	DIVISION SALES	NA ,	DIVISION PROFITS	NA ,	DIVISION AD/SALES	NA
LAND DEVELOPMENT	DIVISION SALES	NA ,	DIVISION PROFITS	NA ,	DIVISION AD/SALES	NA

VALLEYDALE PACKERS INC	* TOTAL SALES	300.0 MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	NA *
*****	TOTAL ASSETS	NA FOOD/TOTAL SALES	100.0%	PROFITS/ASSETS	NA *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	NA U.S. FOOD/U.S. SALES	100.0%	ADVERTISING/SALES	NA *
	* MEDIA ADVERTISING	.1 MIL\$ U.S./TOTAL PROFITS	100.0%	R&D/SALES	NA *

VALLEYDALE PACKERS INC	DIVISION SALES	100.0%,	DIVISION PROFITS	100.0%,	DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#
1 FROSTY MORN MEATS	2011000

PRODUCT NAME	SIC#
2 VALLEYDALE MEATS	2011000

VALMAC INDUSTRIES INC	* TOTAL SALES	157.0 MIL\$ U.S./TOTAL SALES	100.0%	PROFITS/EQUITY	33.1% *
*****	TOTAL ASSETS	106.0 MIL\$ FOOD/TOTAL SALES	89.2%	PROFITS/ASSETS	13.3% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	.2 MIL\$ U.S. FOOD/U.S. SALES	89.2%	ADVERTISING/SALES	.1% *
	* MEDIA ADVERTISING	.0 MIL\$ U.S./TOTAL PROFITS	100.0%	R&D/SALES	.1% *

FOODS	DIVISION SALES	89.2%,	DIVISION PROFITS	75.2%,	DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#
1 JANET DAVIS CHICKENS	2016130
2 RITE PACK CHICKENS	2016130

PRODUCT NAME	SIC#
3 TASTY BIRD CHICKENS	2016130

FIBER	DIVISION SALES	9.6%, DIVISION PROFITS	24.8%, DIVISION AD/SALES	.0%
SHELTER AND OTHER	DIVISION SALES	1.3%, DIVISION PROFITS	.0%, DIVISION AD/SALES	.0%

*****	*****	*****	*****	*****
W R GRACE & CO	* TOTAL SALES	3529.7 MIL\$ U.S./TOTAL SALES	65.1% PROFITS/EQUITY	15.5% *
*****	* TOTAL ASSETS	2524.0 MIL\$ FOOD/TOTAL SALES	19.0% PROFITS/ASSETS	8.6% *
OWNERSHIP: U.S. PUBLIC CORP.	* TOTAL ADVERTISING	29.9 MIL\$ U.S. FOOD/U.S. SALES	8.3% ADVERTISING/SALES	.0% *
	* MEDIA ADVERTISING	1.0 MIL\$ U.S./TOTAL PROFITS	72.6% R&D/SALES	.0% *
*****	*****	*****	*****	*****

CHEMICALS-INDUSTRIAL	DIVISION SALES	26.6%, DIVISION PROFITS	30.0%, DIVISION AD/SALES	.0%
CHEMICALS-PACKAGING & PLASTICS	DIVISION SALES	9.8%, DIVISION PROFITS	10.0%, DIVISION AD/SALES	.0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CRYOVAC DIVISION GEN PROMOTION	3079400	2 CRYOVAC FLEXIBLE PACKAGING SYSTEMS	3079400

CHEMICALS-AGRICULTURAL	DIVISION SALES	14.6%, DIVISION PROFITS	42.0%, DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 WONDERGRO FERTILIZER	2870000	2 TERRA-LITE SOILS & SOIL CONDITIONERS	2879300

NATURAL RESOURCES	DIVISION SALES	4.4%, DIVISION PROFITS	5.0%, DIVISION AD/SALES	.0%
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FASHION & LEISURE	DIVISION SALES	13.9%, DIVISION PROFITS	4.0%, DIVISION AD/SALES	.1%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 EMILY JUST EMILY ALL WEATHER WEAR WOMEN	2330000	9 JOHN MEYER DRESSES WOMEN	2335100
2 EMILY JUST EMILY SPORTSWEAR WOMEN	2330000	10 JONES NEW YORK DRESSES WOMEN	2335100
3 GIRAFFE SPORTSWEAR WOMEN	2330000	11 JONES NEW YORK PANTSUITS WOMEN	2337200
4 JOHN MEYER SPORTSWEAR WOMEN	2330000	12 JONES NEW YORK SUITS WOMEN	2337200
5 JONES NEW YORK MULTI-PRODUCT	2330000	13 MR GASKET RACING PRODUCTS	3714198
6 JONES NEW YORK SPORTSWEAR WOMEN	2330000	14 SHASTA TRAILERS	3792100
7 ONE UP SPORTSWEAR WOMEN	2330000	15 PIX OF AMERICA SHOE RETAILING CHAIN	5661000
8 JONES NEW YORK BLOUSES WOMEN	2331000	16 HERMANS WORLD OF SPORTING GOODS STORES	5941000

CONSUMER SERVICES	DIVISION SALES	12.1%, DIVISION PROFITS	4.0%, DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BAKER & TAYLOR PUBLICATIONS	5199000	3 W R GRACE PROPERTIES REAL ESTATE	6552000
2 FAN WEST RESTAURANTS	5812000		

PACKAGED FOODS	DIVISION SALES	18.6%, DIVISION PROFITS	5.0%, DIVISION AD/SALES	.0%
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PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 AMEROSIA COCOA PRODUCTS	2066800	3 BARILLA SPAGHETTI	2098011
2 SEAPAK FROZEN SEAFOOD	2092400		

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*****
WARD FOODS INC                * TOTAL SALES          467.7 MIL$ U.S./TOTAL SALES      94.2% PROFITS/EQUITY    19.3% *
*****
TOTAL ASSETS                146.0 MIL$ FOOD/TOTAL SALES      100.0% PROFITS/ASSETS    6.2% *
OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING      NA      U.S. FOOD/U.S. SALES    100.0% ADVERTISING/SALES  NA *
                              * MEDIA ADVERTISING      2.0 MIL$ U.S./TOTAL PROFITS  92.5% R&D/SALES          NA *
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CANDY CHOCOLATE & DESSERT GROUP DIVISION SALES 20.3%, DIVISION PROFITS 41.1%, DIVISION AD/SALES 2.8%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 JOHNSTON'S FROZEN DESSERTS	2038100	7 CHUNKY CANDY	2065100
2 JOHNSTON'S FROZEN PIES	2038111	8 GOOBERS & RAISINETS CANDY	2065100
3 JOHNSTON'S READY CRUST PIE CRUST	2052133	9 OH HENRY CANDY	2065100
4 JOHNSTON'S CHOCOLATE FLAVORED MORSELS	2065000	10 JOHNSTON'S ICE CREAM TOPPINGS	2066152
5 JOHNSTON'S PEANUT BUTTER MORSELS	2065000	11 CHUNKY CHOCOLATE BAR	2066230
6 BIT-O-HONEY CANDY	2065100	12 BIT-O-CHOCOLATE CANDY	2066242

DAIRY GROUP DIVISION SALES 15.6%, DIVISION PROFITS 15.2%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 KEMPS ICE CREAM	2024013	5 MARIGOLD DIPS	2026245
2 MARIGOLD ICE CREAM	2024013	6 MARIGOLD COTTAGE CHEESE	2026313
3 MARIGOLD DAIRY PRODUCTS	2026200	7 MARIGOLD YOGURT	2026433
4 MARIGOLD MILK	2026200		

BAKERY GROUP DIVISION SALES 39.2%, DIVISION PROFITS 17.9%, DIVISION AD/SALES .1%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 BUTTERMAID BAKERY PRODUCTS	2051000	6 WARDS BAKERY PRODUCTS	2051000
2 DANDEE BAKERY PRODUCTS	2051000	7 BUTTERMAID BREAD	2051111
3 FARMCREST BAKERY PRODUCTS	2051000	8 DANDEE BREAD	2051111
4 HOLSUM BAKERY PRODUCTS	2051000	9 FARMCREST BREAD	2051111
5 TIP TOP BAKERY PRODUCTS	2051000	10 TIP TOP BREAD	2051111

SNACK GROUP DIVISION SALES 2.6%, DIVISION PROFITS 5.4%, DIVISION AD/SALES 1.2%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 QUINLAN PRETZELS	2052151	2 SUPERIOR POTATO CHIPS	2099210

MEAT GROUP DIVISION SALES 14.3%, DIVISION PROFITS 6.3%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 GOLD RING BEEF	2011117	3 PLYMOUTH ROCK MEAT PRODUCTS	2013700
2 GOLD RING LAMB	2011352	4 PLYMOUTH ROCK CANNED HAM	2013819

SEAFOOD GROUP DIVISION SALES 4.7%, DIVISION PROFITS 7.1%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CONTINENTAL FROZEN SHRIMPS	2092414		

AGRI-BUSINESS DIVISION SALES 3.2%, DIVISION PROFITS 7.1%, DIVISION AD/SALES .0%

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*****
WARNER-LAMPERT COMPANY          * TOTAL SALES      2172.0 MIL$ U.S./TOTAL SALES      57.0% PROFITS/EQUITY      14.7% *
*****                          * TOTAL ASSETS      1808.0 MIL$ FOOD/TOTAL SALES      22.0% PROFITS/ASSETS      10.4% *
*****                          * TOTAL ADVERTISING 284.0 MIL$ U.S. FOOD/U.S. SALES      25.3% ADVERTISING/SALES      13.1% *
OWNERSHIP: U.S. PUBLIC CORP.   * MEDIA ADVERTISING 68.6 MIL$ U.S./TOTAL PROFITS      61.0% R&D/SALES      3.4% *
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PROFESSIONAL PRODUCTS DIVISION SALES 30.2%, DIVISION PROFITS 29.0%, DIVISION AD/SALES .5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 FLUOGEN BIOLOGICALS	2831211	37 LUBRIDERM CREAM & LOTION	2834600
2 SIMPLASTIN DIAGNOSTIC REAGENTS	2831411	38 NORLESTRIN ORAL CONTRACEPTIVE	2834600
3 VALIDATE DIAGNOSTIC REAGENTS	2831411	39 SUNDARE DERMATOLOGICAL AND HYPOALLERGENIC P	2834600
4 VERSATOL DIAGNOSTIC REAGENTS	2831411	40 TEXACORT DERMATOLOGICAL AND HYPOALLERGENIC P	2834600
5 MANDELAMINE ETHICAL PHARMACEUTICALS	2834000	41 TEXAS PHARMACAL ACNE PRODUCTS	2834600
6 ANGORAL ETHICAL PHARMACEUTICALS	2834000	42 TRIAZUKERECALCITRANT PSORIASIS TREATMENT	2834600
7 ANUSOLL ETHICAL PHARMACEUTICALS	2834000	43 MYADEC VITAMINS	2834700
8 BENISONE ETHICAL PHARMACEUTICALS	2834000	44 AMACILL PENICILLIN	2834800
9 BRONDECON ETHICAL PHARMACEUTICALS	2834000	45 CHLOROMYCETIN ANTIBIOTIC	2834800
10 CELUSIN ETHICAL PHARMACEUTICALS	2834000	46 VECTRIN ANTIBIOTIC	2834800
11 CHOLEDYL ETHICAL PHARMACEUTICALS	2834000	47 VINCE DENTIFRICE	2844400
12 COLY-MYCIN ETHICAL PHARMACEUTICALS	2834000	48 PERMA-GRIP DENTURE ADHESIVE CREAM	2844498
13 DISPOS-A-VIAL ETHICAL PHARMACEUTICALS	2834000	49 ALLERCREME HY-ALL LIPSTICK & NAIL ENAMEL	2844521
14 EUTHROID ETHICAL PHARMACEUTICALS	2834000	50 ALLERCREME HYPO-ALLERGENIC EYE MAKE-UPS	2844523
15 NITROSTAT ANTI-ANGINAL AGENT	2834000	51 CARDIOVERTER SCIENTIFIC AND MEDICAL INSTRUMENT	3841000
16 PERITRATE ETHICAL PHARMACEUTICALS	2834000	52 CARDIO-CARE SCIENTIFIC AND MEDICAL INSTRUMENT	3841000
17 PROLOID ETHICAL PHARMACEUTICALS	2834000	53 CPULSAR 4 SCIENTIFIC AND MEDICAL INSTRUMENTS	3841000
18 PYRIDIUM ETHICAL PHARMACEUTICALS	2834000	54 CYCLOPTIC SCIENTIFIC AND MEDICAL INSTRUMENTS	3841000
19 TEDRAL ETHICAL PHARMACEUTICALS	2834000	55 LAMS CARDIAC MONITORING SYSTEM	3841000
20 UTIBID ETHICAL PHARMACEUTICALS	2834000	56 MICROSTAR SCIENTIFIC AND MEDICAL INSTRUMENTS	3841000
21 DILANTIN ANTICONVULSANT	2834100	57 COAG-A-MATE COAGULATION INSTRUMENTS	3841051
22 ELASE ENZYME DEBRIDING AGENT	2834100	58 SURE-SEP BLOOD SEPARATOR	3841051
23 GAMULIN RH	2834100	59 SAF-TIP DISPOSABLE ENEMA	3841085
24 ZAKONTIN ANTICONVULSANTS	2834100	60 CLYSEROL MEDICAL PRODUCTS	3842120
25 KETALAR ANESTHETIC	2834200	61 HYDROCIL MEDICAL PRODUCTS	3842120
26 PONSTEL ANTI-ARTHRITIC AGENT	2834200	62 THERAPADS MEDICAL PRODUCTS	3842120
27 BENADRYL ANTIHISTAMINE	2834400	63 TUCKS MEDICATED PADS	3842120
28 BENYLIN COUGH SYRUP	2834400	64 VACU-RINSE DENTAL SUCTION DEVICE	3843098
29 SINUTAB SINUS REMEDY	2834400	65 AMERICAN OPTICAL PRODUCTS	3851000
30 POVAN PINWORM TREATMENT	2834500	66 AO OPHTHALMIC PRODUCTS	3851000
31 RENOQUID SULFONAMIDE	2834500	67 MASTERPIECE OPHTHALMIC PRODUCTS	3851000
32 CALADRYL LOTION	2834600	68 TILLYER OPHTHALMIC PRODUCTS	3851000
33 DUBARRY MOISTURE PETALS CREAMS & LOTIONS	2834600	69 EXECUTIVE LENS	3851200
34 DUBARRY WHIPPED CREAM MAKE-UP	2834600	70 GLAREMASTER SUNGLASS LENS	3851200
35 LAVACOL RUBBING ALCOHOL	2834600	71 SOFTCON CONTACT LENS	3851223
36 LOESTRIN ORAL CONTRACEPTIVE	2834600	72 LACTONA TOOTHBRUSHES	3991321

CONSUMER PRODUCTS DIVISION SALES 25.9%, DIVISION PROFITS 33.0%, DIVISION AD/SALES 11.6%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 CERTS MINTS	2065300	9 HALLS MENTHO-LYPTUS COUGH DROPS	2065821
2 CLORETS MINTS	2065300	10 SMITH BROTHERS COUGH DROPS	2065821
3 DENTYNE DYNAMINTS	2065300	11 ADAMS SOUR GUMS GUM	2067012
4 GOOD & FRUITY CANDY	2065300	12 CERTS GUM	2067012
5 GOOD & PLENTY CANDY	2065300	13 CHICLETS GUM	2067012
6 ROTHCHILDS CANDY	2065300	14 CLORETS GUM	2067012
7 TRIDENT SUGARLESS MINTS	2065300	15 DENTYNE GUM	2067012
8 DYNAMINTS MINTS	2065800	16 FRESHEN-UP GUM	2067012

17 TRIDENT SUGARLESS GUM	2067012	31 PRISTEEN FEMININE DEODORANT	2844529
18 ANA-HIST COLD PREPARATIONS	2834400	32 EVERSHARP LADY EVERSHARP BAND RAZORS	3421200
19 HALLS MENTHO-LYPTUS COUGH MEDICINE	2834400	33 EVERSHARP LADY EVERSHARP INJECTOR RAZORS	3421200
20 LISTERINE THROAT LOZENGES	2834400	34 SCHICK INJECTOR RAZORS & BLADES	3421200
21 BROMO-SELTZER ANTACID-ANALGESIC	2834500	35 SCHICK INSTAMATIC RAZOR	3421200
22 ROLAIDS ANTACID-ANALGESIC	2834500	36 SCHICK SUPER CHROME CARTRIDGE	3421200
23 LISTEREX ACNE SCRUB	2834600	37 SCHICK SUPER II CARTRIDGE SHAVING SYSTEM	3421200
24 LISTEROL SPRAY DISINFECTANT	2834600	38 SCHICK SUPER STAINLESS BLADES	3421200
25 LISTERINE TOOTHPASTE	2844411	39 SCHICK TWIN DOUBLE EDGE RAZOR BLADES	3421200
26 EFFERDENT DENTURE CLEANSER TABLETS	2844451	40 SCHICK 2002 TWIN DOUBLE EDGE BLADES	3421200
27 LISTERINE ORAL ANTISEPTIC	2844473	41 SCHICK ELECTRIC HOT LATHER DISPENSER	3634300
28 LISTERMINT MOUTH WASH	2844473	42 SCHICK FRESH AIR MACHINE	3634300
29 EFFERGRIP DENTURE ADHESIVE	2844498	43 COOL-RAY POLAROID SUNGLASSES	3851351
30 CORN HUSKERS HAND LOTION	2844518	44 BIRCHWOOD CASEY GUN CARE PRODUCTS	3949598

INTERNATIONAL DIVISION SALES 43.9%, DIVISION PROFITS 38.0%, DIVISION AD/SALES .0%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 HALLS COUGH DROPS	2065821	8 KETALAR ANESTHETIC	2834200
2 CHICLETS GUM	2067012	9 P/NSTAN ANALGESICS	2834200
3 DENTYNE GUM	2067012	10 BENYLIN COUGH-COLD PRODUCTS	2834400
4 FRESHEN-UP GUM	2067012	11 LISTERINE ANTISEPTIC	2834600
5 LIPANTYL LIPED CONTROL	2831311	12 DYNAMINTS BREATH MINTS	2844475
6 QT PREGNENCY TEST	2831411	13 SCHICK SHAVING PRODUCTS	3421200
7 DEMETRIN TRANQUILIZER	2834200		

 WEST TENNESSEE PACKERS * TOTAL SALES 134.0 MIL\$ U.S./TOTAL SALES 100.0% PROFITS/EQUITY NA *
 ***** TOTAL ASSETS NA FOOD/TOTAL SALES 100.0% PROFITS/ASSETS NA *
 OWNERSHIP: PRIVATE * TOTAL ADVERTISING NA U.S. FOOD/U.S. SALES 100.0% ADVERTISING/SALES NA *
 * MEDIA ADVERTISING .0 MIL\$ U.S./TOTAL PROFITS 100.0% R&D/SALES NA *

WEST TENNESSEE PACKERS DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES .0%

 WM WRIGLEY JR COMPANY * TOTAL SALES 340.0 MIL\$ U.S./TOTAL SALES 88.2% PROFITS/EQUITY 17.9% *
 ***** TOTAL ASSETS 215.0 MIL\$ FOOD/TOTAL SALES 96.9% PROFITS/ASSETS 12.7% *
 OWNERSHIP: U.S. PUBLIC CORP. * TOTAL ADVERTISING 41.0 MIL\$ U.S. FOOD/U.S. SALES 96.7% ADVERTISING/SALES 12.1% *
 * MEDIA ADVERTISING 35.7 MIL\$ U.S./TOTAL PROFITS 69.5% R&D/SALES .5% *

WM WRIGLEY JR COMPANY DIVISION SALES 100.0%, DIVISION PROFITS 100.0%, DIVISION AD/SALES 10.5%

PRODUCT NAME	SIC#	PRODUCT NAME	SIC#
1 ARROWMINT SUGAR-COATED CHEWING GUM	2067012	6 WRIGLEY'S FREEDENT CHEWING GUM	2067012
2 DULCE 16 SUGAR-COATED CHEWING GUM	2067012	7 WRIGLEY'S GUM	2067012
3 JUICY FRUIT SUGAR-COATED CHEWING GUM	2067012	8 WRIGLEY'S JUICY FRUIT CHEWING GUM	2067012
4 PK SUGAR-COATED CHEWING GUM	2067012	9 WRIGLEY'S SPEARMINT CHEWING GUM	2067012
5 WRIGLEY'S DOUBLEMINT CHEWING GUM	2067012		

SECTION 2

PRODUCT LISTING BY S.I.C.

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										

AGRICULTURAL PRODUCTS

134000	BAKEWELL IDAHO POTATOES	NA	NA	NA	NA	NA	NA	NA	NA	NA
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139000	LAND O LAKES-FELCO CO-OP	0	32	0	0	0	0	0	0	32
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FRESH VEGETABLES

161000	COUNTRY BEST FRUITS & VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
161000	DORANN FRUITS & VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
161000	SUNSPICED FRESH VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA

FRESH FRUITS

Citrus Fruits

174000	ADAMS CITRUS FRUIT	NA	NA	NA	NA	NA	NA	NA	NA	NA
174000	DEL MONTE PINEAPPLE	0	0	0	0	0	0	191	0	191
174000	DOLE ORANGES	0	0	0	0	0	0	24	0	24
174000	FLORIGOLD GRAPEFRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
174000	JIF LEMONS	NA	NA	NA	NA	NA	NA	NA	NA	NA
174000	TEXSUN CITRUS FRUIT	0	7	0	0	0	0	0	0	7

Tree Fruits

175000	CORNUCOPIA FARMS APPLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
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Tropical Fruits

179000	AMIGO BANANAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
179000	BANANA II	NA	NA	NA	NA	NA	NA	NA	NA	NA
179000	CABANA BANANNA	NA	NA	NA	NA	NA	NA	NA	NA	NA
179000	CHIKUITA BANANAS	0	0	48	174	0	0	0	1	223
179000	DOLE BANANAS	0	368	438	4	35	0	0	263	1128
179000	DOLE BANANAS BORDENS COND MILK K	0	0	62	0	0	0	0	0	62
179000	DOLE FRESH PINEAPPLE	0	0	174	0	0	0	0	0	174
179000	FYFFES BANANAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
179000	PUNA PAPAYA	NA	NA	NA	NA	NA	NA	NA	NA	NA

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

[illegible]

[illegible]

S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	LINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
(IN THOUSANDS OF DOLLARS)										
Fresh Beef Products										
2011100	SWIFTS PREMIUM BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011100	TES-TENDER BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011112	MONFORT BEEF CARCASSES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Fabricated Fresh Beef										
2011117	BIG I BOXED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	CIRCLE E BOXED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	DELITE BOXED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	EXCEL BOXED CHOICE BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	E-2 REDI BOXED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	GOLD RING BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	MARKET STYLE BOXED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	MISSOURI BRAND BOXED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011117	MONFORT FABRICATED CUTS & PORTIO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011131	BLOC-REDI BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011131	MONFORT GROUND BEEF & PATTIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011131	PFAELZER FROZEN STEAKS	0	0	56	0	20	0	0	0	76
Corned Beef										
2011171	MBPXL GREEN LABEL CORNED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011171	MORTON'S OF OMAHA CORNED BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
Fresh Lamb										
2011312	MONFORT LAMB CARCASSES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011352	GOLD RING LAMB	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011352	MONFORT LAMB CUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Fresh Pork										
2011417	DINNER BELL VALU-TRIM FRESH PORK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011417	RATH PORK CUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011417	TENDER LEAN PORK	NA	NA	NA	NA	NA	NA	NA	NA	NA
Lard										
2011510	TENDER FLAKE LARD	0	5	0	0	0	0	0	0	5
Hides, Skins, and Pelts										
2011911	MONFORT BEEF HIDES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2011951	MONFORT LAMB HIDES	NA	NA	NA	NA	NA	NA	NA	NA	NA
SAUSAGE AND PREPARED MEATS										
2013000	AGAR MEATS	0	0	0	0	0	0	0	23	23
2013000	ARMOURS BOONDOCKER TRADIN POST M	0	0	0	11	1	0	0	0	12

SAUSAGE (continued)

S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					(OF DOLLARS)			
2013000	BALL PARK MEAT PRODUCTS	0	0	0	95	0	0	0	0	95
2013000	BEAVER'S MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	BELLE OF GEORGIA MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	BLUEBIRD MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	BOYER RIVER MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	BROADCAST MULTI-PRODUCT ADVERTIS	0	3	0	0	0	0	0	0	3
2013000	BRYAN MEATS	0	42	0	0	0	0	0	37	79
2013000	CHACINERA PROCESSED MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	COUNTRY STORE PROCESSED MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	DELI GOURMET SPECIALTY MEAT PROD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	DINNER BELL PROCESSED MEATS	0	160	0	0	0	0	0	0	160
2013000	DUBUQUE MEATS	0	38	0	0	0	0	51	0	89
2013000	ECK-O PROCESSED MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	FARMERS CHOICE MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	FARMKING MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	FARMLAND MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	FAR-MAR-CO MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	FISHER MEAT PRODUCTS	0	12	0	0	0	0	0	105	117
2013000	FLAVORLEAN MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	FROSTY PEAK MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	GOLD KIST MEATS	0	0	0	0	0	0	32	0	32
2013000	GOLD KIST RAVO MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	HORMEL MEAT PRODUCTS	0	0	0	48	0	0	42	0	90
2013000	HYGRADE'S MEAT PRODUCTS	0	14	0	201	0	0	30	0	245
2013000	JAMESTOWN PROCESSED MEAT PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	JORDAN'S MEAT PRODUCTS	0	29	0	0	0	0	0	0	29
2013000	KAHN'S MEATS	0	16	0	6	0	0	182	9	213
2013000	KNEIP MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	KOWETA MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	KREY MEAT PRODUCTS	0	147	0	0	0	0	0	0	147
2013000	MAPLE RIVER MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	MAYROSE MEAT PRODUCTS	0	57	0	0	0	0	0	10	67
2013000	MCEVER MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	NEUHOFF MEAT PRODUCTS	0	5	0	15	0	0	0	0	20
2013000	OH FRESH MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	OLD FASHIONED MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	OSCAR MAYER MEAT PRODUCTS	0	0	0	41	0	0	0	0	41
2013000	PAKLOR PIG MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	PATRICK CUDAHY MEATS	0	0	0	0	0	0	0	7	7
2013000	RATH FROZEN MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	RATH MEAT PRODUCTS	0	109	2	169	0	0	0	3	283
2013000	REUBEN SPECIALTY MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	RODEO MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	SCHICKHOUS MEAT PRODUCTS	0	1	0	0	0	0	0	0	11
2013000	SMITHFIELD MEAT PRODUCTS	0	17	0	0	0	0	0	0	17
2013000	SUPERIORS MEAT PRODUCTS	0	41	0	41	0	0	0	0	82
2013000	THRIFTY WILLIE MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013000	WEST VIRGINIA MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

Prepared Pork

2013600	BIG EYE PORK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013600	TABLE TRIM PORK	NA	NA	NA	NA	NA	NA	NA	NA	NA

S I C		PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS OF DOLLARS)								
Processed or Cured Pork											
	2013612	PENROSE PICKLED MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hams											
	2013631	AMBER BRAND SMITHFIELD HAMS	0	0	2	0	0	0	0	0	2
	2013631	ARMOUR STAR HAM	465	4	0	0	0	0	0	0	469
	2013631	BALL PARK HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	CAGLES SMOKED HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	CUDAHY BAR-S HAM	0	61	0	0	0	0	0	0	61
	2013631	CUREMASTER FAMILY HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	CURE/81 HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	FISHER HAM	0	39	0	0	0	0	0	0	39
	2013631	F.F.V. HAMS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	GWALTNEY SMITHFIELD HAM	0	59	0	0	0	0	0	0	59
	2013631	HORMEL HAM	261	157	28	142	0	0	0	0	608
	2013631	HYGRADE'S HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	JAMESTOWN HAMS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	JORDAN'S HAMS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	LUTER GENUINE SMITHFIELD HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	MAYROSE HAM	0	3	0	0	0	0	0	0	3
	2013631	RATH HAM	0	177	45	0	0	0	0	0	222
	2013631	TAILLEFERS HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	WEST VIRGINIA HAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013631	WILSONS CERTIFIED HAM	0	86	0	13	0	0	0	0	99
Bacon											
	2013641	ARMOUR STAR BACON	325	437	0	0	0	0	0	0	762
	2013641	BALL PARK BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	BROADCAST REAL CRUMBLED BACON	0	22	0	0	26	0	0	0	48
	2013641	BRYAN BACON	0	25	0	0	0	0	0	0	25
	2013641	CAGLES BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	CUDAHY BAR-S BACON	0	12	0	0	0	0	0	0	12
	2013641	DECKER BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	FISHER BACON	0	21	0	0	0	0	0	0	21
	2013641	GWALTNEY SMITHFIELD BACON	0	37	6	0	0	0	0	0	43
	2013641	HOOD BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	HORMEL BACON	0	85	0	0	0	0	0	0	85
	2013641	HYGRADE'S BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	MAYROSE BACON	0	2	0	0	0	0	0	1	3
	2013641	MORRELL PRIDE BACON	0	55	0	0	0	0	0	0	55
	2013641	OSCAR MAYER BACON	1414	0	0	0	0	0	0	0	1414
	2013641	RATH BLACK HAWK BACON	0	1	0	0	0	0	0	0	1
	2013641	RODEO BACON	0	48	0	0	0	0	0	0	48
	2013641	SAFEWAY BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	SMITHFIELD BACON	0	27	0	0	0	0	0	0	27
	2013641	SUPERIORS BACON	0	55	0	0	0	0	0	0	55
	2013641	SWIFTS PREMIUM BACON	0	2	0	0	0	0	0	0	2
	2013641	TAILLEFERS BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	THORN APPLE VALLEY BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	WEST VIRGINIA BACON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2013641	WILLIAMSBURG BACON	0	33	0	0	0	0	0	0	33
	2013641	WILSONS CERTIFIED BACON	0	101	0	0	0	0	0	3	104

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS					OF DOLLARS)		-----	
Sausage, Unspecified										
2013700	CAGLES SAUSAGE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013700	CAROLINA PRIDE MEATS	0	14	0	0	0	0	0	0	14
2013700	CHUCK WAGON MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013700	COPELAND MEAT PRODUCTS	0	124	0	99	0	0	0	0	223
2013700	CUDAHY BAR-S MEAT PRODUCTS	0	5	0	0	0	0	0	0	5
2013700	CUDAHY MEATS	0	0	0	35	69	0	0	0	104
2013700	DUTCH OVEN MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013700	ECKRICH MEAT PRODUCTS	0	277	0	172	0	0	93	1	543
2013700	FLAVOR PALS MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013700	GWALTNEY MEAT PRODUCTS	0	75	0	0	0	0	61	0	136
2013700	HEBREW NATIONAL KOSHER MEAT PROD	0	16	0	158	0	0	0	0	174
2013700	HI-BRAND	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013700	JESSE JONES SAUSAGE	0	120	0	0	0	0	0	0	120
2013700	LUMBERJACK MEATS	0	9	0	0	0	0	0	7	16
2013700	MERIT MEATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013700	PLYMOUTH ROCK MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013700	SCHWEIGERT'S MEAT PRODUCTS	0	63	0	0	0	0	13	0	76
Fresh Sausage										
2013711	ARMOUR STAR SAUSAGE	0	1	0	54	0	0	2	0	57
2013711	BRYAN SAUSAGES	0	76	0	0	0	0	6	0	82
2013711	COPELAND PORK SAUSAGE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013711	ECKRICH SAUSAGE	0	326	0	0	0	0	0	0	326
2013711	GLOVER'S COUNTRY STYLE SAUSAGE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013711	GWALTNEY SAUSAGE	0	0	13	0	0	0	0	0	13
2013711	GWALTNEY SMITHFIELD SAUSAGE	0	17	0	0	0	0	0	0	17
2013711	HILLSHIRE FARMS SAUSAGES	0	126	0	19	0	0	161	0	306
2013711	KAHN'S SAUSAGE	0	5	0	0	0	0	0	0	5
2013711	MAYROSE SAUSAGE	0	37	0	0	0	0	0	0	37
2013711	NEUHOFF SAUSAGE	0	14	0	0	0	0	0	0	14
2013711	OSCAR MAYER SAUSAGE	0	41	0	0	0	0	0	0	41
2013711	RANGE BRAND WRANGLERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013711	RATH PORK SAUSAGE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013711	RUDY'S FARM SAUSAGE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013711	WILLIAMSBURG SAUSAGE	0	29	0	0	0	0	0	0	29
2013711	WILSONS CERTIFIED SAUSAGE	0	5	0	0	0	0	0	9	14
Dry Sausage										
2013717	BIGHORN JERKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013717	HORMEL PEPPERONI	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frankfurters and Weiners										
2013721	ARMOUR STAR FRANKS	777	455	0	0	0	282	417	0	1931
2013721	BALL PARK FRANKS	0	0	54	0	0	0	0	0	54
2013721	BEEFEATER FRANKFURTERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013721	BRYAN WIENERS	0	90	0	0	0	0	0	0	90
2013721	COPELAND FRANKS & HOT DOGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2013721	CUDAHY BAR-S WEINERS	0	15	0	0	0	0	0	0	15
2013721	DECKER HOT DOGS	0	10	0	0	0	0	0	0	10
2013721	ECKRICH FRANKFURTERS	0	1149	0	0	0	0	0	0	1149
2013721	FISHER WIENERS	0	9	0	0	0	0	0	0	9
2013721	GWALTNEY SMITHFIELD FRANKS	0	92	13	0	0	0	0	0	105

		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					(OF DOLLARS)			
Other Sausage Products	S I C	PRODUCT NAME								
	(continued)									
	2013735	TID BIT SAUSAGES	NA	NA	NA	NA	NA	NA	NA	NA
	2013735	TID BIT SMOKED & DRIED BEEF	NA	NA	NA	NA	NA	NA	NA	NA
	2013735	TID BIT WET-PACKED MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2013735	WILSONS CERTIFIED COLD CUTS	0	31	0	0	0	0	0	31
Other Prepared Meats	2013791	TAILLEFERS PATES	NA	NA	NA	NA	NA	NA	NA	NA
Canned Meats	2013819	ARMOUR STAR CANNED HAM	0	0	423	0	0	0	0	423
	2013819	BALL PARK CANNED HAM	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	BROADCAST CANNED MEAT PRODUCTS	0	40	0	0	0	0	0	40
	2013819	COLLEGE INN CHICKEN AND BEEF SPE	0	0	0	59	0	0	0	59
	2013819	DINTY MOORE CANNED STEWS	336	1	240	6	0	0	0	583
	2013819	DOUGLAS FOODS MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	GOLDEN PORK CANNED MEAT	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	HORMEL CANNED HAM	0	0	211	0	0	0	0	211
	2013819	HORMEL CANNED MEALS	0	0	37	10	0	0	0	47
	2013819	HORMEL CANNED MEAT PRODUCTS	0	0	19	0	0	0	0	19
	2013819	HORMEL CANNED VIENNA SAUSAGE & S	0	0	46	0	0	0	0	46
	2013819	HYGRADE'S CANNED HAM	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	KROGER CANNED MEATS	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	LIBBYS CANNED HASH	0	24	0	0	0	0	0	24
	2013819	LIBBYS CANNED STEWS	0	22	0	0	0	0	0	22
	2013819	LIBBYS CANNED VIENNA SAUSAGE	0	26	0	0	0	0	0	26
	2013819	MARY KITCHEN CANNED HASH	0	0	235	39	0	0	0	274
	2013819	MORTON HOUSE CANNED MEATS	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	NALLEYS BEEF STEW	0	24	0	0	0	0	0	24
	2013819	NALLEYS BIG CHUNK BEEF STEW	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	NALLEYS CORNED BEEF HASH	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	PLYMOUTH ROCK CANNED HAM	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	RATH CANNED HAM	0	0	135	0	0	0	0	135
	2013819	SAFEWAY CANNED HAMS	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	SATIS CANNED MEATS	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	SPAM CANNED LUNCHEON MEAT	585	17	503	0	0	0	0	1105
	2013819	SPAM DEVILED SPREAD	8	39	164	2	0	0	0	213
	2013819	SPECIALTY FOODS MEAT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	SWIFTS HAM-IN-THE-ROUND CANNED P	0	166	0	0	0	0	0	166
	2013819	TENDER MADE CANNED HAM	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	TREET	0	0	0	189	0	0	0	189
	2013819	WEST VIRGINIA CANNED HAM	NA	NA	NA	NA	NA	NA	NA	NA
	2013819	WILSONS CERTIFIED CANNED BITS	0	50	23	39	0	0	0	112
	2013819	WILSONS CERTIFIED CANNED HASH	0	0	12	0	0	0	0	12
	2013819	WOLF BRAND CANNED BEEF STEW	0	6	0	0	0	0	0	6
Dressed Poultry	2016000	HOLLY FARMS POULTRY	0	1720	0	0	0	00	0	1720
	2016000	LAND O LAKES POULTRY	0	27	0	0	0	0	0	27
	2016000	PARAMOUNT POULTRY	0	282	0	0	0	0	0	282
Chickens	2016100	CAGLES POULTRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA

	S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWS- SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)											
Chickens (continued)											
	2016100	CHICKEN DELIGHT	0	0	0	0	0	0	57	0	57
	2016100	PERDUE CHICKENS	0	926	0	109	0	0	324	0	1359
	2016100	TYSON'S PRIDE POULTRY	0	118	0	0	0	0	42	0	160
	2016130	EARLY BIRD POULTRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016130	JANET DAVIS CHICKENS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016130	RITE PACK CHICKENS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016130	TASTY BIRD CHICKENS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016130	TENDER BEST CHICKENS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016130	YOUNG N' TENDER CHICKENS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Turkeys											
	2016300	ARMOUR GOLDEN STAR FROZEN TURKEY	0	0	128	368	52	0	0	0	548
	2016300	HONEYSUCKLE WHITE FROZEN TURKEY	0	324	0	0	0	0	0	0	324
	2016300	HUBBARD HOUSE FROZEN TURKEYS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016300	REX BRAND FROZEN TURKEYS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016300	SWIFTS PREMIUM BUTTERBALL TURKEY	1291	56	255	19	0	0	0	0	1621
	2016310	AYR-FRESH POULTRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016310	BREST U'GOLD TURKEYS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2016310	COUNTRY MORNING POULTRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
ESSED POULTRY AND EGGS											
Canned and Smoked Poultry											
	2017110	DOUGLAS FOODS POULTRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017110	SPECIALTY FOODS POULTRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017110	SWANSON CANNED BONED TURKEY & CH	0	0	0	3	26	0	0	0	29
	2017127	HOLLY FARMS FRIED CHICKEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017127	SWANSON FRIED CHICKEN	0	7	0	0	0	0	0	0	7
	2017127	TYSON COUNTRY FRESH CHICKEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
Liquid, Dried, and Frozen Eggs											
	2017200	SCRAMBLEND EGGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017215	MOGOLD DRIED EGGS SOLIDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017215	MONARK DRIED EGGS SOLIDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017215	MONTEX DRIED EGGS SOLIDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017250	FLEISCHMANS FROZEN EGGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017250	JIFFI-EGG FROZEN EGGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017251	MOR-WHIP FROZEN EGG WHITES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2017257	FLEISCHMANN'S FROZEN EGG BEATERS	1071	871	288	157	0	0	74	0	2401

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		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP		RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)				
DAIRY PRODUCTS											
Dairy Products, Unspecified											
2020000	BEATRICE DAIRY PRODUCTS	0	21	0	0	0		0	0	0	21
2020000	BORDEN DAIRY PRODUCTS (INTERNATI	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	BORDENS DAIRY PRODUCTS	0	0	0	49	0		0	403	78	530
2020000	BORDENS LITE-LINE MULTI-PRODUCT	770	6	0	0	0		0	0	0	776
2020000	BRENTWOOD DAIRY PRODUCTS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	CARNATION DAIRY PRODUCTS	0	0	0	0	0		0	0	8	8
2020000	CASWELL DAIRY PRODUCTS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	DAIRY FRESH DAIRY PRODUCTS	0	0	0	0	0		0	0	4	4
2020000	GLUCKSKLEE DAIRY PRODUCTS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	HAWTHORN MELLODY DAIRY PRODUCTS	0	4	0	0	0		0	0	0	4
2020000	IDEAL DAIRY PRODUCTS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	KNUDSEN DAIRY PRODUCTS	0	9	0	79	0		0	196	79	303
2020000	MEADOW GOLD DAIRY PRODUCTS	0	6	0	0	0		0	38	2	46
2020000	RECIPE BOOK DAIRY PRODUCTS	0	88	0	0	0		0	0	0	88
2020000	ROYAL CREST DAIRY PRODUCTS	0	54	0	0	0		0	0	0	54
2020000	SEALTEST DAIRY PRODUCTS	0	0	0	0	0		0	0	4	4
2020000	SEALTEST LIGHT N LIVELY MULTI PR	0	1008	0	0	0		0	0	0	1008
2020000	SEXTON DAIRY PRODUCTS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	SLENDER DIET FOODS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	STAY-N SHAPE DAIRY PRODUCTS	0	0	0	0	0		0	178	0	178
2020000	SUGAR CREEK DAIRY PRODUCTS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2020000	SWISS PARFAIT DAIRY PRODUCTS	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	ALPINE BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	CHEFS HELPER BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	CLOVER CLUB BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	CORN COUNTRY BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	DAIRY BELT BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	DARICRAFT BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	DARIGOLD BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	DARI-X BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	ELLSWORTH BUTTERICH BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	FANCY DANISH BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	FARM ISLAND BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	FLASH BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	FOUNTAIN BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	GEM BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	GLAMOUR BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	HILAND BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	HILDALE BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	HOLLYBROOK BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	INDIAN MAID BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	KENWOOD BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	LAKESHORE BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	PACE BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA
2021010	PRAIRIE ROSE BUTTER	NA	NA	NA	NA	NA		NA	NA	NA	NA

[illegible]

[illegible]

[illegible]

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C	PRODUCT NAME	(IN THOUSANDS OF DOLLARS)								
Milk Powder										
2023128	AMPI POWDERED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023128	CARNATION INSTANT DRY MILK	1878	450	27	25	0	0	24	0	2404
2023128	GLORIA POWDERED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023128	HOOD POWDERED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023128	KLIM MILK POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023128	MILKMAN INSTANT DRY MILK	0	99	89	166	34	0	0	0	388
2023131	LUCERNE NONFAT DRY MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Condensed Milk										
2023210	ALPINE CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	DAIRY BELT CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	DARIGOLD CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	DARI-X CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	ELLSWORTH BUTTERICH CONDENSED MI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	FANCY DANISH CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	FLASH CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	FOUNTAIN CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	HILLDALE CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	HOLLYBROOK CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	INDIAN MAID CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	KENWOOD CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	LAKESHORE CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	PACE CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	PRAIRIE ROSE CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	ROSE GROVE CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023210	TERRACE PARK CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Evaporated Milk										
2023212	CARNATION EVAPORATED MILK	406	68	9	0	0	0	10	0	553
2023212	GLORIA EVAPORATED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023212	GOLD CROSS EVAPORATED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023212	LIBERTY EVAPORATED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023212	MORNING EVAPORATED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023212	PET EVAPORATED MILK	0	3	0	45	0	0	0	0	48
2023212	RED SEAL EVAPORATED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023212	STABILAC EVAPORATED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Condensed Milk										
2023216	BLUE CROSS CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023216	BORDENS CONDENSED MILK	0	0	68	17	35	0	0	0	140
2023216	BORDENS CONDENSED MILK & KELLOGG	0	0	159	4	0	0	0	0	163
2023216	BORDENS EAGLE BRAND CONDENSED MI	50	863	229	0	0	0	0	0	1142
2023216	EAGLE BRAND CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023216	FAVORITA CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023216	PEACOCK CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023216	TOWER CONDENSED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
Liquid Infants' Formulas										
2023225	ERGOCAPPUCCIO MODIFIED MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2023225	GUIGGZ INFANT FORMULA	NA	NA	NA	NA	NA	NA	NA	NA	NA

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[illegible]

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER*
S I C		(IN THOUSANDS					OF DOLLARS)			
PRODUCT NAME										
Ice Cream (continued)										
2024013	GOOD HUMOR ICE CREAM	0	10	0	35	0	0	121	0	166
2024013	HAITAI ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	HARBISONS ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	HOLANDA ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	HOOD ICE CREAM	0	243	0	15	0	0	0	0	258
2024013	HOOD RITEFORM ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	HORTENS ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	INTERGLAS ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	JANE LOGAN ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	KALISE ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	KEMPS ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	KNUDSEN ICE CREAM	0	0	0	49	0	0	0	1	50
2024013	KRAFT ICE CREAM	0	0	0	5	0	0	0	0	5
2024013	LADY BURDEN ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	LADY BURDEN ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	LADY RICHMOND ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	LAND O LAKES ICE CREAM	0	20	0	0	0	0	0	0	20
2024013	LOUIS SHERRY ICE CREAM	0	47	0	49	0	0	33	0	129
2024013	LYONS MAID ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	MARIGOLD ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	MARISA ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	MEADOW GOLD ICE CREAM	0	178	0	68	0	0	0	0	246
2024013	MIDWEST FARMS ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	MIGHTY ORANGE ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	MURRAY'S ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	NATURAL-LEA ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	NICE'N LITE ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	NOUGAT-KROKANT ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	OAK FARMS ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	PAYCO ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	PET ICE CREAM	0	200	0	0	0	0	0	0	200
2024013	PREMIER ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	ROM OG KIRSEBAEF ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	ROYAL CREMO ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	ROYAL ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	SANSON ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	SARA LEE ICE CREAM	0	199	0	18	0	0	0	0	217
2024013	SEALTEST ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	STOUFFERS ICE CREAM	0	0	0	121	12	0	42	0	175
2024013	SUGAR CREEK ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	SWIFT'S SWEET CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	TAKE HOME ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	TALLY HO ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	TEMP-TEE ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	VELDA FARMS ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	VELVET ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	WALLS SOFT SCOOP ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024013	WANZER'S ICE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
Water Ices										
2024051	ALFREDO'S ITALIAN ICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024051	BONO ITALIAN ICE FROZEN CONFECTI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024051	KOOL-POPS POP BARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2024051	LOWE POPSICLES	43	0	0	0	0	0	0	0	43

			NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL *
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
			(IN THOUSANDS OF DOLLARS)								
Sherbert											
	2024095	HOOD SHERBET	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2024095	KNUDSEN SHERBET	NA	NA	NA	NA	NA	NA	NA	NA	NA
Ice Milk											
	2024097	ARTIC TREATS NOVELTIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2024097	BOKDENS ICE MILK	0	1	0	0	0	0	0	0	1
	2024097	CRACKER JACK ICE CREAM BARS	0	25	0	0	0	0	0	0	25
	2024097	CREAMSICLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2024097	ESKIMO PIES	0	0	0	0	0	0	1	0	1
	2024097	FREEZER PLEESER FROZEN NOVELTIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2024097	FUDGESICLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2024097	HOOD ICE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2024097	POPSICLE CANDY	0	0	53	0	0	0	0	0	53
	2024097	SCOOP ICE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2024097	SEALTEST LIGHT N LIVELY ICE MILK	0	240	0	108	0	0	0	0	348
FLUID MILK PRODUCTS											
	2026000	ADHOR FARMS DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	ALOHA DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	ALPINE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	BANCKOFT DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	BRIGGS DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	CABELL'S DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	COOPER FARMS DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	DAIRY BELT MILK CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	DARIGOLD MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	DARI-X MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	ELLSWORTH BUTTERICH MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	EMBASSY DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	FANCY DANISH MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	FLASH MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	FOUNTAIN MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	HARBISONS DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	HILLDALE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	HOLLYBROOK MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	HORTENS DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	INDIAN MAID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	KENWOOD MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	LAKESHORE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	MEADOW GOLD VIVA DAIRY PRODUCTS	0	407	0	0	0	0	0	0	407
	2026000	MIDWEST FARMS DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	OAK FARMS DAIRY PRODUCTS	0	12	0	0	0	0	0	29	41
	2026000	PACE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	PRAIRIE ROSE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	ROSE GROVE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	TERRACE PARK MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	VELDA FARMS DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2026000	WANZER'S DAIRY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER*
S I C		(IN THOUSANDS)				(OF DOLLARS)				
Bulk Fluid Milk										
2026100	DAIRYLEA BULK FLUID MILK	0	0	0	11	0	0	0	0	11
Packaged Fluid Milk										
2026200	ABBOTTS FLUID MILK	0	2	0	0	0	0	0	0	2
2026200	ADHOR FARMS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	ALOHA MILK	0	1	0	0	0	0	0	0	1
2026200	ANNE PAGE MILK PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	A&P MILK PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	BANCROFT MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	BORDENS MILK	50	748	70	22	0	0	0	21	911
2026200	BRIGGS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	CABELL'S MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	CARNATION MILK	0	3	0	0	0	0	0	0	3
2026200	COOPER FARMS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	DAIRY FAIR FLUID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	DAIRYLEA PACKAGED FLUID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	DEAN'S DAIRY PRODUCTS	0	262	0	0	0	0	0	28	290
2026200	DEAN'S HOMOGENIZED FLUID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	EIGHT O'CLOCK MILK PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	EMBASSY MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	FAIRMONT FLUID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	FOREMOST DAIRY PRODUCTS	0	83	0	137	0	0	0	6	226
2026200	FOREMOST MILK	0	0	0	13	0	0	0	0	13
2026200	HARBISONS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	HOOD DAIRY PRODUCTS	0	31	0	0	0	0	0	0	31
2026200	HOOD MILK	0	35	0	0	0	0	0	0	35
2026200	HOOD NUFORM DAIRY PRODUCTS	0	386	0	0	0	0	0	0	386
2026200	HOODS DAIRY PRODUCTS	0	0	0	17	0	0	0	89	106
2026200	HORTENS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	JANE LOGAN FLUID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	JANE PARKER MILK PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	KNUDSEN MILK	0	35	0	0	0	0	0	4	39
2026200	KRAFT MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	KROGER MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	LAND O LAKES MILK	0	8	0	61	0	0	0	0	69
2026200	LUCERNE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	MARIGOLD DAIRY PRODUCTS	0	5	0	0	0	0	0	0	5
2026200	MARIGOLD MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	MARVEL MILK PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	MEADOW GOLD MILK	0	86	0	0	0	0	0	0	86
2026200	MID AMERICA FARMS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	MIDWEST FARMS MILK	0	1	0	0	0	0	0	0	1
2026200	MIGHTY ORANGE FLUID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	NICE 'N LITE FLUID MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	OAK FARMS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	OUR OWN MILK PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	PET MILK	0	318	0	7	0	0	0	9	324
2026200	SEALTEST LIGHT N LIVELY MILK	0	12	0	19	0	0	0	0	31
2026200	SEALTEST MILK	0	1150	0	90	0	0	18	0	1258
2026200	SOLO DAIRY PRODUCTS	0	1	0	0	0	0	0	0	1
2026200	VELDA FARMS MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026200	WANZER'S MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA

			NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME										
Fluid Milk (continued)											
2026200	YUKON MILK PRODUCTS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026212	AMPI WHOLE MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026212	CREMO MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026212	STASSANO MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
Low Fat Milk											
2026220	TWO-TEN MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026223	AMPI LOWFAT MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026223	DEAN'S LOWFAT FLUID MILK		0	0	0	96	0	0	0	0	96
2026223	HOOD NUFORM LOWFAT MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026223	PREAM LOWFAT MILK		0	0	0	0	0	0	12	0	12
Skimmed Milk											
2026225	AMPI NONFAT MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026225	DEAN'S SKIMMED MILK		NA	NA	NA	NA	NA	NA	NA	NA	NA
Cream and Creamers											
2026232	DEAN'S WHIPPING CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	BORDENS CREAM EL		0	37	0	0	0	0	0	0	37
2026243	BORDENS CREMORA COFFEE CREAMER		600	534	0	85	180	0	0	0	1399
2026243	CHASE & SANBORN CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	COFFEE MATE COFFEE CREAMER		2486	615	0	85	0	0	184	0	3370
2026243	CREMELLE CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	CREMORA CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	DEAN'S NON-DAIRY COFFEE CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	HOOD CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	MARIM NON DAIRY CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	PRASE NON-DAIRY CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	RICH'NING NON-DAIRY CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026243	TOPIC NON-DAIRY CREAMER		NA	NA	NA	NA	NA	NA	NA	NA	NA
Sour Cream											
2026245	ALPINE SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	BORDENS DIPS		0	0	0	20	0	0	0	0	20
2026245	BREAKSTONE SOUR CREAM		0	0	0	30	0	0	0	0	30
2026245	DAIRYLEA SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	DARICRAFT SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	DARIGOLD SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	DARI-X SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	DEAN'S DIPS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	DEAN'S SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	ELLSWORTH BUTTERICH SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	FANCY DANISH SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	FARM ISLAND SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	FLASH SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	FOUNTAIN SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	GEM SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2026245	GLAMOUR SOUR CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C PRODUCT NAME		(IN THOUSANDS)					(OF DOLLARS)			
Cottage Cheese (continued)										
2026313	DEAN'S BAKERS' CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	DEAN'S COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	ELLSWORTH BUTTERICH COTTAGE CHEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	FAIRMONT COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	FANCY DANISH COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	FARM ISLAND COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	FLASH COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	FOREMOST COTTAGE CHEESE	0	1	0	8	0	0	0	0	9
2026313	FOUNTAIN COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	GEM COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	GLAMOUR COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	HILLDALE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	HOLLYBROOK COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	HOOD COTTAGE CHEESE	0	232	18	21	0	0	0	0	271
2026313	INDIAN MAID COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	JANE LOGAN COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	KENWOOD COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	KNUDSEN COTTAGE CHEESE	0	540	0	0	0	0	0	0	540
2026313	LAKESHORE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	LAND O LAKES COTTAGE CHEESE	0	6	0	31	0	0	0	0	37
2026313	LUCERNE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	MARIGOLD COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	MEADOW GOLD COTTAGE CHEESE	0	46	0	0	0	0	0	0	46
2026313	MIGHTY ORANGE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	NICE N LITE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	PACE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	PRAIRIE ROSE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	PRIZE OF IOWA COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	ROSE GROVE COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	SEALTEST COTTAGE CHEESE	0	346	0	122	0	0	0	0	468
2026313	SEALTEST LIGHT N LIVELY COTTAGE	0	273	0	56	0	0	0	0	329
2026313	TERRACE PARK COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026313	ZUMBRO VALLEY COTTAGE CHEESE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Yogurt										
2026433	ABBOTTS YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	ALPINE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	BREAKSTONE YOGURT	0	166	0	0	0	0	0	0	166
2026433	BREYERS YOGURT	0	761	0	30	0	0	0	0	791
2026433	CANNATION YOGURT	0	2	0	0	0	0	0	0	2
2026433	CHAMBOURCY YOGHURTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	CRESCENT YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DAIRY BELT YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DAIRY FAIR YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DAIRYLEA YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DANNON YOGURT	00	1865	48	77	0	0	1475	0	3545
2026433	DANNY FROZEN YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DARICRAFT YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DARIGOLD YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DARI-X YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DEAN'S BUTTERMILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DEAN'S YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	DFL MONTE LITTLE LUNCH	0	264	64	35	0	0	76	0	439
2026433	ELLSWORTH BUTTERICH YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS					OF DOLLARS)			
PRODUCT NAME										
Yogurt (continued)										
2026433	FAIRMONT YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	FANCY DANISH YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	FARM ISLAND YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	FLASH YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	FOUNTAIN YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	FRUIT-T-BOOT YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	GEM YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	GLAMOUR YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	GREEN GIANT VEGETABLE YOGURT	0	17	0	0	0	0	0	0	17
2026433	HILLDALE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	HOLLYBROOK YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	HOOD YOGURT	0	280	0	0	0	0	23	0	303
2026433	INDIAN MAID YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	JANE LOGAN YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	KENWOOD YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	KNUDSEN BUTTERMILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	KNUDSEN YOGURT	0	321	0	35	0	0	0	0	356
2026433	LAKESHORE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	LITE-LINE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	MARIGOLD YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	MEADOW GOLD YOGURT	0	36	0	0	0	0	0	0	36
2026433	MIGHTY ORANGE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	NICE-N LITE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	OLD WORLD YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	PACE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	PRAIRIE ROSE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	PRIZE OF IOWA YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	ROSE GROVE YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	ROYAL CREST YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	SANO YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	SEALTEST LIGHT N LIVELY YOGURT	0	579	0	83	0	0	0	0	662
2026433	SEALTEST YOGURT	0	3	0	0	0	0	0	0	3
2026433	TERRACE PARK YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026433	ZUMBKO VALLEY YOGURT	NA	NA	NA	NA	NA	NA	NA	NA	NA

Flavored Milk Drinks

2026435	BEATREME FLAVORINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026435	BORDENS BREAKFAST DRINK	0	285	0	6	0	0	0	0	291
2026435	BORDENS EGG NOG & BACARDI RUM	0	0	105	0	0	0	0	0	105
2026435	BORDENS INSTANT HOT CHOCOLATE	0	3	0	0	0	0	0	0	3
2026435	COCIO CHOCOLATE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026435	DEAN'S CHOCOLATE MILK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026435	DEAN'S EGG NOG	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026435	HEMO CHOCOLATE DRINK MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026435	MAKE-A-SHAKE SHAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2026435	MEADOW GOLD EGG NOG	0	37	0	0	0	0	0	0	37

PRESERVED FRUITS AND VEGETABLES

Preserved Fruits and Vegetables, Unspecified

2030000	CHN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2030000	CHUN KING FOODS ADVERTISEMENT	650	640	0	412	0	0	0	0	1702
2030000	CHUN KING MIXES	0	3	0	0	0	0	0	0	3

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME									
Canned Beans (continued)										
2032370	CLARK CANNED BAKED BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032370	DEEP BROWN BEANS	0	61	0	0	0	0	0	0	61
2032370	GRAVES BEANS WITH PORK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032370	HUNT'S BIG JOHN'S BEANS 'N FIXINS	267	62	354	0	0	0	0	0	703
2032370	JANE PARKER CANNED BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032370	MARVEL CANNED BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032370	OUR OWN CANNED BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032370	TOWNHOUSE PORK N BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032370	VAN CAMP'S PORK & BEANS	572	178	354	3	193	0	0	0	1300
2032370	Yukon Canned Beans	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032382	CAMPBELLS CANNED BEANS	0	357	311	143	0	0	108	0	919
2032382	KIA-ORA BEAN PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032382	LUCK'S CANNED BEANS WITH ONIONS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032382	MORTON HOUSE BAKED BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032382	NALLEYS BEAN SALAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032382	VAN CAMP'S BEANEE WEENEE	120	156	0	0	0	0	513	0	789
Chili and Chili Beans										
2032386	BLUE BOY RED KIDNEY BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	BROOKS CHILI HOT BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	DENNISON'S CHILI	0	425	0	17	0	0	15	0	457
2032386	GERBhardt CANNED CHILI	0	0	0	0	0	0	64	0	64
2032386	HORMEL CANNED CHILI	170	169	329	159	0	0	1	0	828
2032386	KUNER'S CHILI BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	LUCK'S CANNED BEANS WITH BEEF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	LUCK'S CANNED CHILI	0	24	0	0	0	0	0	0	24
2032386	MORTON HOUSE CHILI	0	0	0	9	0	0	0	0	9
2032386	NALLEYS CHILI PRODUCTS	0	53	0	0	0	0	0	0	53
2032386	ORTEGA CANNED CHILES	0	0	27	100	0	0	0	0	207
2032386	S & W CANNED CHILI MAKINS	0	0	0	19	0	0	0	0	19
2032386	VAN CAMP'S BROWN SUGAR BEANS	0	0	0	305	0	0	0	0	305
2032386	VAN CAMP'S CHILEE WEENEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	VAN CAMP'S CHILI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	VAN CAMP'S CHILI WITH BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	VAN CAMP'S KIDNEY BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032386	WOLF BRAND CANNED CHILI	0	71	0	0	0	0	0	0	71
Canned Specialties and Nationality Foods										
2032400	BOUNTY CANNED ENTREES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032400	CHEF-BOY-AR-DEE CANNED MEALS	0	0	690	0	100	0	0	0	790
2032400	CHEF-BOY-AR-DEE MULTI-PRODUCT AD	727	16	0	8	0	0	70	0	821
2032400	CHEF-BOY-AR-DEE PACKAGED DINNERS	898	256	0	6	0	0	0	0	1160
2032400	ERASCO CANNED READY MEALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032400	HUNT'S SKILLET DINNERS	465	204	0	0	0	0	0	0	669
2032400	LIGBYS CANNED ALPHA GETTIS	0	14	0	0	0	0	0	0	14
2032400	LITORAL CANNED FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032400	PASTRY LOAF DINNERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Spaghetti										
2032401	CHEF-BOY-AR-DEE CANNED SPAGHETTI	993	70	0	15	0	0	0	0	1078
2032401	NALLEYS SPAGHETTI WITH MEAT BALL	NA	NA	NA	NA	NA	NA	NA	NA	NA

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER*
S I C		(IN THOUSANDS					OF DOLLARS)		-----	
PRODUCT NAME										
Canned Spaghetti (continued)										
2032462	FRANCO-AMERICAN CANNED SPAGHETTI	424	373	0	56	0	0	0	0	853
2032462	FRANCO-AMERICAN CANNED SPAGHETTI	670	1048	0	7	0	0	131	0	1856
2032462	FRANCO-AMERICAN SPAGHETTI	0	48	0	20	0	0	0	0	68
2032462	KIA-ORA SPAGHETTI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032462	LIBBYS CANNED SPAGHETTI	0	22	0	0	0	0	0	0	22
Canned Chinese Foods										
2032468	CHUN KING CANNED AND FROZEN DINN	0	0	78	23	0	0	0	0	101
2032468	CHUN KING CANNED CHOW MEIN	144	251	0	8	0	0	0	0	403
2032468	LA CHOY CANNED CHOW MEIN	136	298	0	0	0	70	0	0	504
2032468	LA CHOY CHINESE FOOD PRODUCTS	212	248	37	2	137	91	78	0	805
2032468	LA CHOY SKILLET DINNERS	0	1	0	28	0	0	0	0	29
Mincemeat										
2032491	BORDENS NONE SUCH MINCE MEAT & P	0	0	97	0	0	0	0	0	97
Canned Spanish Foods										
2032493	NALLEYS BEEF TAMALES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032493	OLD EL PASO FOOD PRODUCTS	0	204	0	12	0	0	0	0	216
2032493	OLD EL PASO TACO SHELLS & SAUCE	0	32	0	0	0	0	0	0	32
2032493	ORTEGA TACOS	0	14	0	0	0	0	0	0	14
2032493	ROSARITA MEXICAN FOODS	0	0	0	0	0	0	277	0	277
2032493	VAN CAMP TAMALES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Ravioli										
2032494	CHEF-BOY-AR-DEE CANNED RAVIOLI	2012	137	0	29	0	0	0	0	2178
2032494	FRANCO-AMERICAN CANNED RAVIOLIOS	299	117	0	0	0	0	0	0	416
2032494	MINI RAVIOLI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032494	NALLEYS RAVIOLI	NA	NA	NA	NA	NA	NA	NA	NA	NA
Pasta-based Dinners										
2032495	CHEF-BOY-AR-DEE CANNED BEEFARONI	167	25	0	149	0	0	0	0	361
2032495	CHEF-BOY-AR-DEE CANNED BEEFARONI	414	0	0	0	0	0	0	0	414
2032495	FRANCO-AMERICAN CANNED MACARONI	0	44	0	86	0	0	0	0	130
2032495	KIA-ORA MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032495	NALLEYS MACARONI SALAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Canned Specialties										
2032498	CHEF-BOY-AR-DEE CANNED LASAGNA	274	0	0	0	0	0	0	0	274
2032498	CHEF-BOY-AR-DEE CANNED ROLLER CO	776	3	0	82	0	0	0	0	861
2032498	CLARK CANNED STEWS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032498	LYNDEN NOODLE CHICKEN DINNER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032498	NALLEYS LASAGNE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032498	NALLEYS SLOPPY JOES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2032498	RAGU MEATLOAF MAKINGS	0	26	0	7	0	0	0	0	33
CANNED FRUITS AND VEGETABLES										
2033000	CROSSE AND BLACKWELL CO GENERAL	0	0	57	41	0	0	0	0	98
2033000	C.H.B. CANNED FRUITS AND VEGETAB	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033000	DIET DELIGHT MULTI-PRODUCT ADVER	0	0	30	71	0	0	0	0	101

			NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
			(IN THOUSANDS)					OF DOLLARS)			
CANNED FRUITS AND VEGETABLES (continued)											
	S I C	PRODUCT NAME									
	2033000	JONKER FRIS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033000	LIBBYS FOODS	0	25	0	141	0	0	0	0	166
	2033000	MONARCH CANNED FRUITS AND VEGETA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033000	STOKELY'S FINEST CANNED FOODS	106	156	0	0	0	0	0	0	262
Canned Fruits											
	2033100	AUNT MARY'S FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	COCK O' THE WALK FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	CORINA FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	DEL MONTE CANNED FRUITS	34	1116	644	47	0	0	0	1	1842
	2033100	DIET DELIGHT CANNED FRUITS	0	0	104	234	22	0	0	0	360
	2033100	DOLE CANNED FRUITS	0	0	1673	46	0	0	0	0	1719
	2033100	FRUIT N HONEY CANNED FRUITS	0	0	83	180	0	0	8	0	271
	2033100	GLOBE FOOD PRODUCTS	0	41	0	0	0	0	0	0	41
	2033100	HEARTS DELIGHT CANNED FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	HIGHWAY CANNED FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	KROGER CANNED FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	LIBBYS CANNED FRUIT FLOAT DESSER	0	12	0	0	0	0	0	0	12
	2033100	LIBBYS CANNED FRUITS	461	12	0	0	0	0	0	0	473
	2033100	MUSSELMANS PASTRY AND PIE FILLIN	0	0	0	15	0	0	0	0	15
	2033100	PURITY CANNED FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	STOKELY'S FINEST CANNED FRUITS	0	66	0	18	0	0	0	0	84
	2033100	THANK YOU SPICED FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033100	TRI/VALLEY CANNED FRUITS	0	0	4	25	0	0	0	0	29
Canned Apples											
	2033112	GRAVES APPLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Apricots											
	2033115	STOKELY'S FINEST APRICOTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Berries											
	2033118	THANK YOU BLACKBERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033118	THANK YOU BLUEBERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Cherries											
	2033122	BLUE BOY TART CHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033122	LIBERTY CHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033122	STOKELY'S FINEST CHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033122	THANK YOU TART CHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033124	THANK YOU SWEET CHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Cranberries											
	2033128	INDIAN TRAIL CRANBERRY SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Plums											
	2033154	THANK YOU STANLEY PRUNE PLUMS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Pineapples											
	2033157	DOLE PINEAPPLE	535	154	0	0	0	0	0	0	689
	2033157	DOLE PINEAPPLE HORMEL HAM & ROYA	0	0	141	0	0	0	0	0	141

[illegible]

		NETWK	SPOT	MAGA-	NFWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)			
S I C	PRODUCT NAME									
Canned Lima Beans (continued)										
2033203	BLUE BOY LIMA BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033203	STOKELY'S FINEST LIMA BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Carrots										
2033215	BLUE BOY CARROTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033215	THANK YOU FINGERLING CARROTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Mixed Vegetables										
2033235	BLUE BOY PEAS & CARROTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033235	BLUE BOY SUCCOTASH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033235	NALLEYS POTATO SALAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033235	STOKELY'S FINEST PEAS & CARROTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Pumpkin										
2033254	STOKELY'S FINEST PUMPKIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Spinach										
2033255	STOKELY'S FINEST SPINACH	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Greens										
2033258	STOKELY'S FINEST TURNIP GREENS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Pimientos										
2033273	SUNSHINE PIMIENTOS	0	0	0	8	0	0	0	0	8
Canned Potatoes										
2033275	GRAVES POTATOES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033275	STOKELY'S FINEST POTATOES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Sauerkraut										
2033276	KUNER'S SAUERKRAUT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033276	SILVER FLOSS BAVARIAN STYLE SAUE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033276	SILVER FLOSS SAUERKRAUT	0	0	0	21	0	0	0	0	21
2033276	STOKELY'S FINEST SAUERKRAUT	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Asparagus										
2033291	RITTER ASPARAGUS SPEARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033291	STOKELY'S FINEST ASPARAGUS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033291	THANK YOU ASPARAGUS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Green & Wax Beans										
2033292	BLUE BOY GREEN BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033292	BLUE BOY WAX BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033292	RITTER GOLDEN BUTTER BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033292	STOKELY'S FINEST GREEN BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033292	STOKELY'S FINEST SHELLIE BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033292	STOKELY'S FINEST WAX BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033292	STONE MOUNTAIN GREEN BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033292	SUNSHINE GREEN BEANS	0	0	0	17	0	0	0	0	17

			NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS)					OF DOLLARS			
S I C	PRODUCT NAME										
(continued)											
Canned Green & Wax Beans	2033292	THANK YOU GREEN BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033292	THANK YOU WAX BEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Beets	2033293	BLUE BOY BEETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033293	STOKELY'S FINEST BEETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Corn	2033294	BLUE BOY CORN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033294	STOKELY'S FINEST CORN	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Peas	2033296	BLUE BOY PEAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033296	KUNER'S SWEET PEAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033296	STOKELY'S FINEST SWEET PEAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Tomatoes	2033297	BLUE BOY STEWED TOMATOES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033297	HARTER TOMATO PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033297	STOKELY'S FINEST TOMATOES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033297	TRI/VALLEY CANNED TOMATO PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033297	TUTTORUSSO TOMATO PRODUCTS	0	0	0	84	0	0	0	0	84
Canned Rutabagas	2033298	SUNSHINE RUTABAGAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Hominy	2033315	VAN CAMP'S HOMINY	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Mushrooms	2033321	GREEN GIANT MUSHROOMS	617	48	0	0	0	0	0	0	665
Canned Fruit Juices	2033400	DEL MONTE CANNED FRUIT JUICE DRI	0	0	137	0	0	0	0	0	137
	2033400	FARM FIELD FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	FRUIT AND NECTAR FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	HEARTS DELIGHT FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	HI C FRUIT DRINKS	2045	966	0	441	0	0	28	0	3460
	2033400	KAPTAIN KID FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	KROGER CANNED FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	LECOL FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	LIGBYS JUICES-UNSPECIFIED	906	550	0	0	0	0	0	0	1456
	2033400	MEADOW GOLD FRUIT JUICE	0	83	0	0	0	0	0	0	83
	2033400	MOTTS JUICE DRINKS	0	11	0	7	0	0	0	0	18
	2033400	NATURMADE FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	NELLO FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	PATRA FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	PURITY FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	REAL GOLD FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	SAC'TO TOM JUICE	0	0	0	0	0	514	0	0	514
	2033400	SEALTEST FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	SUNNY SEVEN FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	TOWNHOUSE CANNED FRUIT JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2033400	TROPICANA FRUIT JUICES	0	1308	0	0	0	0	0	0	1308

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS)						OF DOLLARS)				
2033400	TROPICANA PRODUCTS	0	0	0	0	0	0	30	0	30
2033400	WAGNER BREAKFAST FRUIT DRINKS	773	0	0	7	0	0	0	0	780
Canned Apple Juice										
2033411	THANK YOU APPLE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033411	TROPICANA APPLE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033411	WELCH'S APPLE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Grape Juice										
2033420	WELCH'S GRAPE JUICE	743	11	99	50	0	0	0	0	903
Canned Grapefruit Juice										
2033431	STOKELY'S FINEST GRAPEFRUIT JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033431	TROPICANA PURE GRAPEFRUIT JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Prune Juice										
2033460	SHEDDS LADY BETTY PRUNE JUICE	0	0	0	20	0	0	0	0	20
2033463	MOTTS PRUNE JUICE	0	35	0	50	0	0	0	0	85
2033463	SUNSWEEP PRUNE JUICE	0	0	353	0	0	0	0	0	353
2033463	SUPER MOTT'S PRUNE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033463	WELCH'S PRUNE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Canned Juices										
2033471	HAWAIIAN CANNED PUNCH	2930	2920	0	0	0	0	0	0	5850
2033471	HAWAIIAN PUNCH ADVERTISING	0	0	0	0	250	0	204	0	454
2033471	HAWAIIAN PUNCH WITH LOW SUGAR	48	0	150	0	173	0	0	0	371
2033471	REALEMON LEMON JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033471	REALEMON LEMON JUICE	810	49	0	0	0	0	0	0	859
2033471	SUNKIST SUNSHINE GOLD FRUIT DRINK	0	53	0	17	0	0	0	0	70
2033471	WELCH'S CRANBERRY JUICE COCKTAIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Orange Juice										
2033492	DEAN'S ORANGE JUICE	0	0	0	32	0	0	0	0	32
2033492	HOOD FRESH ORANGE JUICE	0	169	0	18	0	0	0	0	187
2033492	SINATRAN FRUIT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033492	STOKELY'S FINEST ORANGE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033492	TROPICANA PURE ORANGE JUICE	0	0	0	186	0	0	0	40	226
2033492	WELCH'S ORANGE JUICE	0	0	0	53	0	0	0	0	53
Canned Juice Concentrate										
2033494	HAWAIIAN PUNCH CONCENTRATE	0	2	0	40	0	0	0	0	42
2033494	HELP DRINK CONCENTRATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033494	HIC LIQUID CONCENTRATE	0	43	0	0	0	0	0	0	43
2033494	KROGER CONCENTRATED ORANGE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Vegetable Juices										
2033500	BETUWE VITAL VEGETABLE COCKTAIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033500	PURITY VEGETABLE DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Tomato-based Juices										
2033515	BEEFAMATO BEEF FLAVORED TOMATO C	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033515	BORDENS TRU-MATO JUICE	0	21	0	0	0	0	0	0	21

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL * ADVER
		(IN THOUSANDS)				(OF DOLLARS)				
S I C	PRODUCT NAME									
(continued)										
Canned Tomato-based Juices	2033515	CAMPBELLS THICK & TANGY TOMATO J	0	0	13	13	0	0	0	26
	2033515	CAMPBELLS TOMATO JUICE	0	70	0	0	0	0	0	70
	2033515	CLAMATO CLAM FLAVORED TOMATO COC	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	KROGER CANNED TOMATO JUICE	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	LIGBYS TOMATO JUICE	0	0	0	21	0	0	160	181
	2033515	MOTTS NUTRIMATO TOMATO COCKTAIL	0	85	20	11	0	0	0	116
	2033515	NUTRIMATO TOMATO COCKTAIL	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	RITTER TOMATO JUICE	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	SACRAMENTO TOMATO JUICE	0	91	0	0	0	0	0	91
	2033515	SACRAMENTO TOMATO PLUS VEGETABLE	0	401	41	7	0	0	0	449
	2033515	SNAP-E-TOM TOMATO COCKTAIL	0	0	554	23	0	0	53	630
	2033515	STOKELY'S FINEST TOMATO JUICE	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	THANK YOU TOMATO JUICE	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	TOWNHOUSE TOMATO JUICE	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	VEG CREST TOMATO JUICE	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	WELCH'S BLOODY MARY MIX	NA	NA	NA	NA	NA	NA	NA	NA
	2033515	WELCH'S TOMATO JUICE	0	156	0	0	0	0	0	156
Other Vegetable Juices										
	2033598	SARI VEGETABLE DRINK	NA	NA	NA	NA	NA	NA	NA	NA
	2033598	SILVER FLOSS SAUERKRAUT JUICE	NA	NA	NA	NA	NA	NA	NA	NA
	2033598	V-8 CANNED VEGETABLE JUICES	1459	556	40	11	0	340	393	2799
Catsup and Other Tomato Sauces										
	2033600	AUNT PENNYS SAUCES	0	0	7	0	0	0	11	18
	2033600	CHEF-MATE SAUCES	NA	NA	NA	NA	NA	NA	NA	NA
	2033600	DEL MONTE TOMATO PRODUCTS	0	26	0	0	0	0	0	26
	2033600	ESCOFFIER SAUCES	NA	NA	NA	NA	NA	NA	NA	NA
	2033600	HUNT-WESSON FOODS	2	0	66	6	52	0	0	126
	2033600	LIGBYS SPREAD N HEAT PIZZA	0	475	35	41	0	0	0	551
	2033600	PROGRESSO MULTI-PRODUCT ADVERTIS	0	5	0	0	0	0	0	5
	2033600	RUMIL SAUCE MIXES	NA	NA	NA	NA	NA	NA	NA	NA
	2033600	SOLIS SAUCES	NA	NA	NA	NA	NA	NA	NA	NA
Tomato Sauces										
	2033613	CHEF-BOY-AR-DEE CANNED SPAGHETTI	659	513	0	0	0	0	0	1172
	2033613	CONTADINA TOMATO SAUCE	0	199	0	10	0	0	0	209
	2033613	DEL MONTE TOMATO SAUCE	0	259	16	50	0	0	12	337
	2033613	HOFFMAN HOUSE SHRIMP SAUCE	NA	NA	NA	NA	NA	NA	NA	NA
	2033613	HUNT'S PRIMA SALSA SPAGHETTI SAU	0	0	115	0	0	0	0	115
	2033613	HUNT'S SUPREMA SPAGHETTI SAUCES	0	109	0	22	0	0	0	131
	2033613	HUNT'S TOMATO SAUCE	1609	673	1045	49	0	0	0	3376
	2033613	KUNER'S TOMATO SAUCE	NA	NA	NA	NA	NA	NA	NA	NA
	2033613	NALLEYS SEAFOOD SAUCE	NA	NA	NA	NA	NA	NA	NA	NA
	2033613	PROGRESSO ROCK LOBSTER SPAGHETTI	0	0	0	69	0	0	0	69
	2033613	PROGRESSO SAUCES	0	1	0	0	0	0	0	1
	2033613	PROGRESSO SEA FOOD SAUCES	NA	NA	NA	NA	NA	NA	NA	NA
	2033613	RAGU ITALIAN COOKING SAUCE	698	625	1049	130	0	0	0	2502
	2033613	RAGU SPAGHETTI SAUCE	2353	697	0	513	0	0	0	3563
	2033613	RAGU SPAGHETTI SAUCE & CREAMETTE	0	0	23	0	0	0	0	23
Catsup										
	2033621	ANNE PAGE CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	ARP CATSUP	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)			
Catsup (continued)										
	2033621	BROOKS TANGY CATSUP	0	0	0	44	0	0	0	44
	2033621	DEL MONTE CATSUP	0	531	90	118	0	0	35	774
	2033621	EIGHT O'CLOCK CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	GERBER KETCHUP	0	58	0	0	0	0	0	58
	2033621	HEINZ TOMATO KETCHUP	2861	1874	0	0	0	0	0	4735
	2033621	HUNT'S KETCHUP	865	327	0	0	0	0	0	1192
	2033621	JANE PARKER CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	KROGER CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	MARVEL CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	OUR OWN CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	PAMPERO KETCHUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	ITTER TOMATO CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	STOKELY'S FINEST CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
	2033621	YUKON CATSUP	NA	NA	NA	NA	NA	NA	NA	NA
Chili Sauces										
	2033651	BROOKS CHILI MIX	NA	NA	NA	NA	NA	NA	NA	NA
	2033651	HEINZ CHILI FIXINS	0	50	0	0	0	0	0	50
Tomato Paste										
	2033661	CONTADINA TOMATO PASTE	0	522	0	0	0	18	0	540
	2033661	HUNT'S TOMATO PASTE	982	1031	0	28	0	0	0	2041
Barbeque Sauces										
	2033681	BROOKS BARBEQUE SAUCE	NA	NA	NA	NA	NA	NA	NA	NA
	2033681	CHRIS & PITTS BARBEQUE SAUCE	NA	NA	NA	NA	NA	NA	NA	NA
	2033681	GRANDMAS MOLASSES BARBECUE SAUCE	0	0	0	104	0	0	0	104
	2033681	HOFFMAN HOUSE BARBECUE SAUCE	NA	NA	NA	NA	NA	NA	NA	NA
	2033681	KRAFT BARBECUE SAUCE	167	171	403	77	0	123	13	954
	2033681	KRAFT BARBECUE SAUCE MIX	0	2	0	0	0	0	19	21
	2033681	KRAFT BARBECUE SAUCE & DOLE CANN	0	0	203	0	0	0	0	203
	2033681	OPEN PIT BARBECUE SAUCES	0	0	0	52	0	225	0	277
Jams, Jellies, and Preserves										
	2033800	ANNE PAGE JELLIES & JAMS	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	A&P JELLIES & JAMS	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	BAMA JELLIES AND PRESERVES	0	309	274	99	0	0	37	719
	2033800	CARNATION PASTRY SHOPPE TOAST SP	0	25	0	0	1	0	0	26
	2033800	CERTO & SURE JELL PECTINS	0	0	398	119	161	0	0	678
	2033800	DE BETUWE LOW CALORIE JAMS AND S	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	EIGHT O'CLOCK JELLIES & JAMS	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	GALES LEMON CURD	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	HOME BRANDS JAM AND JELLIES	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	JANE PARKER JELLIES & JAMS	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	KRAFT JELLIES & PRESERVES	0	0	66	150	0	0	0	216
	2033800	MARVEL JELLIES & JAMS	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	OUR OWN JELLIES & JAMS	NA	NA	NA	NA	NA	NA	NA	NA
	2033800	PETER PAN JELLIES	0	47	0	0	0	0	0	47
	2033800	WELCH'S JAMS, JELLIES & PRESERVE	901	62	0	223	33	0	9	1228
	2033800	YUKON JELLIES & JAMS	NA	NA	NA	NA	NA	NA	NA	NA
Preserves										
	2033810	KROGER PRESERVES	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C PRODUCT NAME		(IN THOUSANDS)					(OF DOLLARS)			
Imitation Jellies										
2033831	WYLER'S ITS JELLY POWDERED MIX	0	36	0	0	0	0	0	0	36
Marmalades										
2033841	DUNDEE ORANGE MARMALADE	0	0	3	0	0	0	0	0	3
2033841	WELCH'S MARMALADES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Marachino Cherries										
2033861	MARASCHINO CHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2033861	PENNANT MARASCHINO CHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
DRIED FRUITS AND VEGETABLES										
Raisins										
2034113	SUN MAID RAISINS-VEND & SPECIALT	NA	NA	NA	NA	NA	NA	NA	NA	NA
Dried Potatoes										
2034131	BETTY CROCKER PACKAGED POTATOE D	878	947	0	56	0	0	0	0	1881
2034131	BORDEN'S COUNTRY STORE INSTANT MA	0	0	98	13	0	0	0	0	111
2034131	HUNGRY JACK INSTANT MASHED POTAT	996	167	0	14	0	0	25	0	1202
2034131	POTATO BUDS INSTANT MASHED POTAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034131	SHIRRIFF POTATO FLAKES	0	12	0	0	0	0	0	0	12
2034131	TRIO DEHYDRATED POTATOES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034131	PILLSBURY POTATOES	0	0	0	16	0	0	0	0	16
Dried Onions										
2034137	GILROY DEHYDRATED ONION AND GARL	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Dried Vegetables, Sauces, and Mixes										
2034139	CONIMEX PINDA SATESAUS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034139	DUKKEES SAUCE MIX	0	3	0	4	0	0	0	0	7
2034139	FRENCHS GRAVEY MAKINS INSTANT GP	0	0	104	0	0	0	0	0	104
2034139	FRENCHS SAUCE MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034139	FRENCHS SLOPPY JOE MIX	0	0	167	0	0	0	0	0	167
2034139	GOOD SEASONS SALAD DRESSING MIXE	1649	1782	0	259	102	0	0	0	3792
2034139	HUNT'S MANWICH SAUCE	862	296	0	0	0	0	0	0	1158
2034139	KNORK DEHYDRATED GRAVIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034139	KNORR DEHYDRATED SAUCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034139	KRAFT GRAVY MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034139	KRAFT GREAT BEGINNINGS SALAD DRE	102	1079	99	0	0	0	0	0	1280
2034139	KROGER SAUCE MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034139	NALLEYS HERB GARDEN DRESSING MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034139	SCHILLING GRAVY	0	0	0	0	0	0	173	0	173
2034139	SCHILLING SAUCE MIXES	0	118	0	25	0	0	0	0	143
Dried Soup Mixes										
2034211	CONTINENTAL SOUP MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034211	KNORK DEHYDRATED SOUPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034211	LE GOUT SOUP BASES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034211	LIPTON COUNTRY KITCHEN SOUP MIXE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034211	LIPTON CUP-A-SOUP INSTANT SOUP M	1338	764	430	0	0	0	142	0	2694
2034211	LIPTON CUP-A-SOUP & SOUP MIXES	0	67	0	0	0	0	0	0	67
2034211	LIPTON SOUP MIXES	2159	848	145	287	0	0	0	0	3439
2034211	LOWEYS SOUP BASES	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME									
Dried Soup Mixes (continued)										
2034211	MAGGI BOUILLON CUBES	0	0	17	17	0	0	0	0	34
2034211	MAGGI INSTANT BOUILLON	0	0	17	0	0	0	0	0	17
2034211	MRT INSTANT BROTH	0	151	0	18	0	0	6	0	175
2034211	MRS GRASS SOUP MIXES	0	128	0	0	0	0	0	0	128
2034211	ROSA BLANCA SOUP CUBES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034211	ROYCO DIETETIC DRIED SOUPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034211	SOUPTIME INSTANT SOUP	0	144	0	0	0	0	0	0	144
2034211	SOUP'S ON SOUP & GRAVY BASES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2034211	WYLER'S INSTANT BOUILLON	630	168	86	10	0	0	0	0	894
2034211	WYLER'S MULTI-PRODUCT ADVERTISING	35	0	0	0	0	0	0	0	35
PICKLES, SAUCES, AND DRESSINGS										
2035000	BARABE BROTHERS PICKLES AND DRES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035000	BEST FOODS GENERAL PROMOTION	0	0	54	0	0	0	0	0	54
Pickles										
2035200	BRICK'S PICKLES AND RELISHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035200	CHIRAT PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035200	ROSE PICKLES AND RELISHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	AUNT JANE'S PICKLES	0	313	0	1	0	0	0	0	314
2035210	B & G PICKLES	0	0	0	4	0	0	0	0	4
2035210	BOND PICKLES	0	0	0	0	0	0	11	0	11
2035210	CLAUSSEN PICKLES	0	613	0	46	24	0	0	0	683
2035210	HALEY'S PICKLES	0	0	0	0	0	0	9	0	9
2035210	HEIFITZ PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	HEINZ PICKLES	0	744	0	0	0	0	15	0	759
2035210	KROGER PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	KUNER'S PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	PESTA PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	PETER PIPER PICKLES	0	0	0	0	0	0	11	0	11
2035210	PILGRIM FARM PEPPERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	PILGRIM FARM PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	TREE PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035210	WELLWORTH PICKLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Dill Pickles										
2035211	MARCUS NALLEY DEEP BARREL DILLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035211	NALLEYS PICKLES BANQUET DILL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035211	NALLEYS PICKLES DILL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035211	NALLEYS PICKLES KOSHER DILL	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sweet Pickles										
2035215	NALLEYS PICKLES SWEET	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035215	NALLEYS SWEET MIDGETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035215	PEPPER VALLEY SWEET CHERRY PEPPE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bread and Butter Pickles										
2035218	BEST FOODS FANNING'S BREAD AND B	NA	NA	NA	NA	NA	NA	NA	NA	NA

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 747 MADISON AVE., NEW YORK, NY

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER*
S I C	PRODUCT NAME	(IN THOUSANDS)					(OF DOLLARS)			
Other Pickle Products										
2035233	NALLEYS RELISHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035233	PETER PIPER HOT PEPPERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035233	PETER PIPER PICKLED CAULIFLOWER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035233	PETER PIPER RELISHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035233	PILGRIM FARM RELISHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sauces for Meats (Except Tomato)										
2035300	FRENCHS FOOD PRODUCTS CONTEST	0	0	319	0	0	0	0	0	319
2035300	FRENCHS MULTI-PRODUCT ADVERTISING	0	1	0	3	0	0	0	0	4
2035300	R T FRENCH CO GENERAL PROMOTION	0	1	0	0	0	0	0	0	1
Mustard										
2035311	COLMANS AMERICAN MUSTARD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	COLMANS BORDEAUX DIJON AND MEAUX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	COLMANS ENGLISH MUSTARD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	COLMANS FRENCH MUSTARD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	COLMANS GERMAN MUSTARD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	COLMANS POWDER MUSTARD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	FRENCHS MUSTARD	388	2	0	81	0	0	12	32	515
2035311	FRENCHS MUSTARD AND WORCESTERSHIRE	457	16	49	0	0	0	0	0	522
2035311	GREY POUPON MUSTARD	0	0	178	0	0	0	0	0	178
2035311	GULDEN'S MUSTARD	357	366	0	23	0	0	0	0	746
2035311	HOFFMAN HOUSE MUSTARD SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	NALLEYS HORSERADISH MUSTARD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	NALLEYS MUSTARDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035311	PETER PIPER MUSTARDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Meat Sauces										
2035351	A 1 SAUCE	2278	27	392	79	0	0	0	0	2776
2035351	COLMANS FRESH GARDEN MINT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	COLMANS HORSERADISH SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	COLMANS MINT JELLY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	COLMANS OK FRUITY SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	COLMANS OK MINT SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	COLMANS OK SPICY SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	COLMANS SAUCE MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	COLMANS SAUCE TARTARE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	FRANCO-AMERICAN CANNED GRAVY	0	573	0	436	0	0	0	0	1009
2035351	FRENCHS WORCESTERSHIRE SAUCE	0	52	0	44	0	0	0	0	96
2035351	HEINZ CANNED WHITE SAUCE	0	41	29	0	0	0	0	0	70
2035351	HEINZ HOME STYLE CANNED GRAVIES	0	64	0	0	2	0	0	0	66
2035351	HEINZ STEAK SAUCE	528	45	237	48	0	0	0	0	858
2035351	HOFFMAN HOUSE HORSERADISH SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	HOFFMAN HOUSE MEAT SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	HOFFMAN HOUSE TARTAR SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	HOFFMAN HOUSE WORCESTERSHIRE SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	KNORR LIQUID SAUCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	LA CHOY SOY SAUCE	67	179	0	52	0	110	0	0	408
2035351	LE GOUT CANNED GRAVIES & SAUCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2035351	LEA & PERRINS CHICKEN SECRET COOKING	0	20	12	0	0	0	0	0	32
2035351	LEA & PERRINS WORCESTERSHIRE SAUCE	0	41	561	19	0	0	0	0	621
2035351	NALLEYS HORSERADISH SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS OF DOLLARS)								
Other Meat Sauces (continued)										
	2035351 NALLEYS TARTAR SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035351 SAROMA WORCESTERSHIRE SAUCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035351 WOODMAN'S HORSE RADISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
Salad Dressings										
	2035400 FRENCHS SALAD DRESSINGS	0	1	0	0	0	0	0	0	1
Sald Dressings, Spoon-type										
	2035411 BREAKSTONE SALAD DRESSINGS	0	92	0	35	0	0	90	0	217
	2035411 HELLMANN'S SPIN BLEND SALAD DRES	0	522	0	82	0	0	0	0	604
	2035411 KRAFT MIRACLE WHIP SALAD DRESSIN	791	497	195	101	0	0	689	0	2273
	2035411 KRAFT SALAD DRESSINGS	1659	1597	680	195	47	81	0	157	4416
	2035411 KRAFT THOUSAND ISLAND	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035411 NALLEYS SALAD DRESSINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Mayonnaise										
	2035423 ANNE PAGE MAYONNAISE	0	0	22	0	0	0	0	0	22
	2035423 BEST FOODS MAYONNAISE	0	1006	248	1	0	0	0	159	1414
	2035423 BLUE PLATE MAYONNAISE	0	152	0	6	0	0	0	0	158
	2035423 CALVE LOW CALORIE MAYONNAISES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035423 GOURMET MAYONNAISE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035423 HELLMANN'S MAYONNAISE	1149	1851	1073	88	54	0	211	0	4426
	2035423 HELLMANN'S MAYONNAISE & DANNON Y	0	0	48	0	0	0	0	0	48
	2035423 KRAFT IMITATION MAYONNAISE	0	1664	0	65	0	0	0	0	1729
	2035423 KRAFT MAYONNAISE	1015	599	471	521	0	0	54	0	2660
	2035423 KROGER MAYONNAISE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035423 NALLEYS MAYONADE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035423 NALLEYS MAYONNAISE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035423 NU-MADE MAYONNAISE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035423 PET MAYONNAISE	0	304	0	0	0	0	0	0	304
Sandwich Spreads										
	2035429 KRAFT MIRACLE WHIP	0	0	203	0	0	0	0	0	203
	2035429 KRAFT MIRACLE WHIP & BLUE DIAMON	0	0	107	0	0	0	0	0	107
	2035429 KRAFT MIRACLE WHIP & DOLE BANANA	0	0	281	0	0	0	0	0	281
	2035429 KRAFT SANDWICH SPREAD	0	3	0	133	0	0	0	0	136
	2035429 PRICES SANDWICH & SNACK SPREADS	0	82	0	0	0	0	0	0	82
	2035429 THE SPREADABLES SANDWICH SPREADS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Salad Dressings, Pourable										
	2035430 ANNE PAGE SALAD DRESSINGS	0	0	22	0	0	0	0	0	22
	2035430 BERNSTEIN SALAD DRESSINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035430 HOFFMAN HOUSE SALAD DRESSINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035430 MCCORMICK DRESSINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035430 MRS CUBBISONS DRESSINGS	0	53	0	0	0	0	1	0	54
	2035430 NALLEYS MERRY MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2035430 SEVEN SEAS SALAD DRESSINGS	631	291	151	127	0	0	0	0	1200
	2035430 WISH-BONE SALAD DRESSING	1627	968	433	218	178	0	0	0	3424
	2035430 WISH-BONE SALAD DRESSING & KELLO	0	0	76	0	0	0	0	0	76
	2035439 KRAFT LOW CALORIE SALAD DRESSING	0	0	237	0	0	0	0	0	237
	2035439 WISH-BONE LOW CALORIE DRESSING	0	0	229	0	0	0	0	0	229

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS					OF DOLLARS)		-----	
FROZEN FRUITS AND VEGETABLES										
Frozen Foods, Unspecified										
2037000	CHILL RIPE FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037000	DIXIANA FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037000	GLACIER FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037000	GOLD KING FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037000	HOLLOWAY HOUSE FROZEN FOODS	0	669	26	137	0	0	0	0	852
2037000	KITCHEN READY FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037000	LAMB-WESTON GENERAL PROMOTION	0	0	11	0	0	0	0	0	11
2037000	MCKENZIE'S FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037000	SEABROOK FARMS FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037000	SNOW CROP FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frozen Fruits and Juices										
2037100	ADAMS CITRUS JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037100	A&P FROZEN FRUIT JUICES	0	0	7	0	13	0	0	0	13
2037100	DOUGLAS FOODS FROZEN FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037100	FLEISCHMANS FROZEN FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037100	HOOD FROZEN FRUIT JUICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037100	KROGER FROZEN FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037100	MINUTE MAID FROZEN FRUIT JUICES	0	0	361	44	11	0	0	0	436
2037100	SPECIALTY FOODS FROZEN FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037100	TEXSUN CITRUS JUICES	0	79	0	0	0	0	0	0	79
Frozen Strawberries										
2037135	FAIRMONT FROZEN STRAWBERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037135	PICTSWEET STRAWBERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037135	STOKELY'S FINEST STRAWBERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frozen Orange Juice										
2037170	BEL-AIR FROZEN ORANGE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037175	AWAKE FROZEN BREAKFAST DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037175	AWAKE FROZEN BREAKFAST DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037175	BIRDS EYE FROZEN ORANGE JUICE	0	6	0	0	0	0	0	0	6
2037175	BIRDS EYE FROZEN ORANGE PLUS JUI	2276	2270	0	155	215	0	0	0	4916
2037175	BRIGHT & EARLY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037175	HI C FROZEN CONCENTRATE	0	38	0	48	0	0	0	0	86
2037175	HOOD FROZEN CONC ORANGE JUICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2037175	MINUTE MAID FROZEN ADES	0	167	33	47	0	0	0	0	247
2037175	MINUTE MAID FROZEN ORANGE JUICE	2014	1266	0	251	0	0	229	0	3760
2037175	MINUTE MAID ORANGE JUICE	0	413	0	49	0	0	0	1	463
2037175	SNOW CROP FROZEN ORANGE JUICE	0	49	0	112	0	0	0	0	161
2037175	TROPICANA CONCENTRATED ORANGE JU	0	753	0	102	0	0	0	0	855
Frozen Lemon Juice										
2037186	MINUTE MAID FROZEN LEMON JUICE	0	56	38	250	0	0	0	0	344
Frozen Grape Juice										
2037192	WELCH'S FROZEN GRAPE JUICE	0	1	52	0	0	0	0	0	53

[illegible]

			NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME										
Frozen Spinach	2037242	PICTSWEET SPINACH	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2037242	STOKELY'S FINEST SPINACH	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frozen Mixed Vegetables	2037246	BIRDS EYE FROZEN INTERNATIONAL V	233	524	400	0	0	0	27	0	1184
	2037246	SIZEWISE COMBINATION VEGETABLES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2037246	STOKELY'S FINEST COMBINATION VEG	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frozen Potatoes	2037248	HEINZ FROZEN POTATOES	0	247	0	38	68	0	0	0	353
	2037248	LAMB'S FROZEN FRENCH FRIED POTAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2037248	ORE-IDA DEEP FRIES FROZEN POTATO	0	1023	0	0	0	0	0	0	1023
	2037248	ORE-IDA FROZEN POTATOES	126	41	831	34	69	0	5	0	1106
	2037248	YANKEE CRISPERS FROZEN POTATOES	0	1	0	0	0	0	0	0	1
	2037249	GREEN GIANT FROZEN POTATO CASSER	0	0	0	0	3	0	0	0	3
	2037249	RUS-ETTE FROZEN POTATO PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frozen Corn	2037253	PICTSWEET CUT CORN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2037253	STOKELY'S FINEST CUT CORN	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Frozen Vegetables	2037298	GREEN GIANT FROZEN RICE DISHES	0	2	0	25	0	0	0	0	27
	2037298	GREEN GIANT FROZEN SAUCE FROSTED	0	3	0	0	0	0	0	0	3
	2037298	GREEN GIANT FROZEN SOUTHERN RECI	0	23	0	0	0	0	0	0	23
	2037298	LAMB'S FROZEN ONION RINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2037298	ORE-IDA FROZEN ONION RINGS & CHO	0	0	27	0	0	0	0	0	27
	2037298	PICTSWEET SQUASH	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2037298	STOKELY'S FINEST SQUASH	NA	NA	NA	NA	NA	NA	NA	NA	NA
FROZEN SPECIALTIES											
	2038000	FINDUS FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2038000	GOLDEN WEST FROZEN SPECIALTY FOO	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2038000	GRACIOUS DINING FOODS -OTHER INS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2038000	KITCHENS OF SARA LEE INC GENERAL	222	275	18	0	0	0	0	0	515
	2038000	MORTON FROZEN FOODS	0	0	0	0	0	0	0	1	1
	2038000	NUTRITIONAL CARE DIETARY FOODS -	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2038000	STOUFFERS BOIL IN BAGS FOODS	0	14	0	0	0	0	0	0	14
2038000	STOUFFERS FROZEN FOODS	0	0	10	477	0	0	0	0	487	
Frozen Baked Goods	2038100	JOHNSTON'S FROZEN DESSERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2038110	DRESSEL'S FROZEN BAKED GOODS	0	0	0	67	0	0	0	0	67
Frozen Pies											
	2038111	JOHNSTON'S FROZEN PIES	0	184	0	14	0	0	0	0	198

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS)					OF DOLLARS)			
Frozen Dinners (continued)										
2038225	DINTY MOORE FROZEN BEEF STEW	0	65	0	9	0	0	0	0	74
2038225	EFFICIENT FROZEN ENTREES	0	0	0	68	0	0	0	0	68
2038225	FREEZER QUEEN FROZEN COOKING BAG	0	1	0	0	0	0	0	0	1
2038225	FREEZER QUEEN FROZEN MEAT ENTREE	0	7	0	0	0	0	0	0	7
2038225	GREEN GIANT FROZEN VEGETABLE CAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038225	KRAFT CHEFS SURPRISE ONE PAN MEA	0	25	0	0	0	0	0	0	25
2038225	KRAFT FROZEN CASSEROLES	0	4	0	0	0	0	0	0	4
2038225	LIBBYLAND ADVENTURE FROZEN DINNE	0	62	0	0	0	0	0	0	62
2038225	MARTHA GOOCH PACKAGED DINNERS	0	3	0	0	0	0	0	0	3
2038225	MINI-MEAL SINGLE SERVINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038225	MORTON FROZEN DINNERS	0	19	0	12	0	0	0	0	31
2038225	QUICK DINNER FROZEN DINNERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038225	RED SKILLET DINNERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038225	SARA LEE FROZEN ENTREES	0	6	127	13	0	0	0	0	146
2038225	SARA LEE FROZEN MAIN DISHES & SI	0	32	0	96	0	0	0	0	128
2038225	SCHILLING CASSEROLES	0	40	0	4	0	0	0	0	44
2038225	SCHILLING SKILLET DINNERS	0	3	0	0	0	0	0	0	3
2038225	STOUFFERS FROZEN DINNERS	0	62	0	0	0	0	0	0	62
2038225	STOUFFERS FROZEN ENTREES	8	697	323	0	51	0	0	0	1079
2038225	STOUFFERS FROZEN MACARONI & CHEE	0	0	6	0	0	0	0	0	6
2038225	SWANSON DINNERS	1103	1188	0	236	0	0	13	0	2540
2038225	SWANSON ENTREES	242	621	0	0	0	0	0	0	863
2038225	VAN DE KAMP'S FROZEN FOOD DINNER	0	0	0	68	0	0	0	0	68
Frozen Meat Pies										
2038230	KROGER FROZEN MEAT PIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038231	BANQUET FROZEN MEAT PIES	339	2	0	0	0	0	0	0	341
2038231	PERKY FRUIT AND MEAT TURNOVER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038231	STOUFFERS FROZEN MEAT PIES	0	0	40	0	0	0	0	0	40
2038231	STOUFFERS FROZEN SIDE DISHES	8	246	134	0	0	0	0	0	388
2038231	SWANSON MEAT PIES	241	216	0	76	0	0	0	0	533
Frozen Pizza										
2038244	ARRIVEDERCI FROZEN PIZZA	0	6	5	0	0	0	0	0	11
2038244	CELESTE FROZEN PIZZA	130	858	0	119	0	0	34	0	1141
2038244	CHEF-BOY-AR-DEE PIZZA PRODUCTS	941	694	0	24	0	0	0	0	1659
2038244	CHUN KING FROZEN CHOW MEIN	0	0	11	0	220	0	0	0	231
2038244	CHUN KING FROZEN DINNERS	0	7	135	40	0	0	0	0	182
2038244	CHUN KING FROZEN EGG ROLLS	0	475	0	21	0	0	0	0	496
2038244	COLOMBO FROZEN PIZZA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038244	GINO FROZEN PIZZA	0	0	3	0	0	0	0	0	3
2038244	G*W FROZEN PIZZA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038244	LA CHOY FROZEN CHOW MEIN	0	9	0	38	0	0	0	0	47
2038244	LA CHOY FROZEN DINNERS	0	53	0	105	0	0	0	0	158
2038244	LA CHOY FROZEN EGG ROLL	0	61	0	6	0	0	0	0	67
2038244	LA PIZZERIA FROZEN PIZZAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038244	MAR-KES FROZEN FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038244	PATIO FROZEN FOODS	0	352	0	68	0	0	0	0	420
2038244	ROMAN FROZEN PIZZA	0	0	19	0	0	0	0	0	19
2038244	SALUTO FROZEN PIZZA	0	0	0	62	0	0	0	0	62
2038244	SAN GIORGIO FROZEN ITALIAN DISHE	0	19	0	0	0	0	0	0	19
2038244	STOUFFERS FROZEN FRENCH BREAD PI	0	0	71	0	0	0	0	0	71

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS				OF DOLLARS)				
PRODUCT NAME										
Frozen Pizza (continued)										
2038244	STOUFFERS FROZEN PIZZA	0	114	0	0	0	0	0	0	114
2038244	TOTINO'S FROZEN PIZZA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2038244	TOTINO'S FROZEN PIZZA	0	608	0	74	0	0	0	0	682

Other Frozen Specialties

2038311	AUNT JEMIMA FROZEN PANCAKE BATTE	407	728	0	0	0	0	0	0	1135
2038311	BANQUET FROZEN FRIED CHICKEN	380	0	0	0	0	0	0	0	380
2038311	BETTY CROCKER FROZEN CROQUETTES	0	5	0	0	0	0	0	0	5
2038311	BETTY CROCKER FROZEN STICKS & CR	0	0	27	0	0	0	0	0	27
2038311	BYKONS FROZEN BARBECUE SANDWICH	0	102	0	0	0	0	0	0	102

GRAIN MILL PRODUCTS

WHEAT FLOUR

2041000	MARTHA WHITE MULTIPRODUCT ADVERT	0	63	0	0	0	0	0	0	63
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White Wheat Flour

2041120	KITCHEN CRAFT FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	AUNT JEMIMA FLOUR	0	15	0	0	0	0	0	0	15
2041121	BALLARD FAMILY FLOUR PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	BEST FLOUR	365	0	28	0	14	0	0	0	407
2041121	BEST FLOUR & RED STAR YEAST	0	0	305	0	14	0	0	0	319
2041121	BURRUS LIGHT CRUST FLOUR	0	0	0	0	0	0	9	0	9
2041121	DIXIE PORTLAND WHEAT FLOURS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	EDWARDS FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	GLADIOLA FLOUR	0	19	0	0	0	0	4	0	23
2041121	GOLD MEDAL FLOUR	723	1	166	25	0	0	0	0	915
2041121	HUNGARIAN HIGH ALTITUDE FLOUR	0	0	7	0	0	0	0	0	7
2041121	KING MIDAS FLOUR	0	19	0	0	0	0	0	0	19
2041121	LA PINA FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	MARTHA WHITE FLOUR	0	442	0	10	0	0	0	0	452
2041121	MOTHER HUBBARD FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	MOTHERS BEST FLOUR	0	5	0	0	0	0	0	0	5
2041121	OCCIDENT FLOUR	0	0	20	0	0	0	0	0	20
2041121	OMEGA FLOUR	0	8	0	0	0	0	0	0	8
2041121	PILLSBURY FLOUR BLUE BONNET MARG	0	0	51	31	0	0	0	0	82
2041121	RED BAND FLOUR	0	35	0	0	0	0	0	0	35
2041121	ROBIN HOOD FLOUR	0	0	0	5	0	0	0	0	5
2041121	SOUTHERN BISCUIT FLOUR	0	36	0	0	0	0	0	0	36
2041121	SPERRY DRIFTED SNOW FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	SWANS DOWN CAKE FLOUR AND MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	SWANS DOWN FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041121	WHITE LILY FLOUR	0	94	10	0	0	0	0	0	104
2041121	WHITE TULIP FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA

Whole Wheat, Semolina, Farina, and Bulgar Flours

2041151	COLMANS SEMOLINA	NA	NA	NA	NA	NA	NA	NA	NA	NA
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Wheat Germ

2041217	KRETSCHMERS WHEAT GERM	0	0	1221	250	57	0	0	0	1528
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		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
		TV	TV	LINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS)					OF DOLLARS)			
PRODUCT NAME										
Corn Mill Products										
2041311	KITCHEN CRAFT CORN MEAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041311	MARTHA WHITE CORN MEAL	0	203	0	2	0	0	0	0	205
2041311	MOTHERS BEST CORN MEAL	0	6	0	0	0	0	0	0	6
2041311	QUAKER CORN MEAL	0	21	0	0	0	0	0	0	21
2041311	TENDER BAKE CORN MEAL	0	21	0	0	0	0	0	0	21
2041311	WHITE LILY CORN MEAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041311	3-MINUTE CORN MEAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
Corn Grits										
2041321	JIM DANDY INSTANT GRITS	0	0	22	0	0	0	0	0	22
2041321	QUAKER QUICK GRITS	0	378	0	0	0	0	0	0	378
2041321	3-MINUTE GRITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Corn Flour										
2041398	JUANA PRE-COOKED CORN FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2041398	OMEGA CORN MEAL MIX	0	3	0	0	0	0	0	0	3
Rye, Oat, Buckwheat Products										
2041623	LAB-16 OAT FLOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
BREAKFAST CEREALS										
Ready-to-Serve Breakfast Cereals, Mixed Grains										
2043000	BIG G CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043000	FROSTY O'S CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043000	FUN PACK/10G'S CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043000	KABOOM CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043010	BOO BERRY CEREAL	0	9	0	0	0	0	0	0	9
2043010	C W POST FAMILY STYLE CEREAL	0	142	38	0	0	0	0	0	180
2043010	CAPN CRUNCH CEREAL	3105	943	0	233	26	0	0	0	4307
2043010	CHEERIOS CEREAL	2931	3682	17	26	0	0	48	0	6704
2043010	CHEX CEREALS	2040	102	251	175	0	0	0	0	2568
2043010	COCOA PUFFS	230	1154	0	0	0	0	0	0	1384
2043010	COUNT CHOCULA CEREAL	0	5	0	0	0	0	0	0	5
2043010	FRANKEN BERRY CEREAL	0	15	0	0	0	0	0	0	15
2043010	FREAKIES CEREAL	2605	1	0	202	0	0	0	0	2808
2043010	FRUIT BRUTE CEREAL	412	262	0	0	0	0	0	0	674
2043010	GENERAL MILLS CEREALS	0	49	77	17	0	0	0	0	143
2043010	GENERAL MILLS MONSTER CEREALS	87	1154	0	0	0	0	0	0	1241
2043010	HEARTLAND NATURAL CEREALS	205	683	57	35	0	0	0	0	980
2043010	HONEYCOMBS CEREALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043010	HOT N WHOLESOME CEREAL	0	82	12	0	0	0	0	0	94
2043010	JEAN LAFOOTES CINNAMON CRUNCH CE	0	1	0	0	0	0	0	0	1
2043010	KELLOGG'S APPLE JACKS CEREAL	644	626	0	0	0	0	0	0	1270
2043010	KELLOGG'S CEREALS	233	202	95	1559	498	0	260	3	2850
2043010	KELLOGG'S COCOA KRISPIES	1246	1	0	0	0	0	0	0	1247
2043010	KELLOGG'S COUNTRY MORNING ALL NA	1440	1430	12	306	192	0	0	0	3380
2043010	KELLOGG'S FROOT LOOPS	716	635	0	0	0	0	0	0	1351
2043010	KELLOGG'S LOVIN SPOONFULS CEREAL	0	11	0	0	0	0	0	0	11
2043010	KELLOGG'S PRODUCT 19 CEREAL	2276	1060	243	38	0	0	0	0	3617

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)					OF DOLLARS)			
S I C	PRODUCT NAME									
Breakfast Cereals (continued)										
2043010	KELLOGG'S SNACK PACK	0	0	0	19	0	0	0	0	19
2043010	KELLOGG'S SPECIAL K	3760	1357	474	0	0	0	0	0	5591
2043010	KELLOGG'S SUGAR FROSTED FLAKES	3844	808	14	0	0	0	0	0	4666
2043010	KELLOGG'S SUGAR POPS	715	723	0	0	0	0	0	0	1438
2043010	KELLOGG'S SUGAR SMACKS	710	765	0	0	0	0	0	0	1495
2043010	KELLOGG'S VARIETY PACK	0	0	0	5	0	0	0	0	5
2043010	KING VITAMIN CEREALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043010	KIX CEREAL	0	0	92	22	39	0	0	0	153
2043010	LIFE CEREAL	1993	1212	0	0	0	0	0	0	3205
2043010	LUCKY CHARMS CEREAL	626	1539	0	0	0	0	0	0	2165
2043010	MAGIC PUFFS CEREAL	0	86	0	0	0	0	0	0	86
2043010	MR WONDERFULL SURPRISE CEREAL	0	11	0	0	0	0	0	0	11
2043010	MUFFETS CEREAL	0	6	0	0	0	0	0	0	6
2043010	NABISCO GOLDEN HONEY CEREAL	0	2	0	0	0	0	0	0	2
2043010	NABISCO KLONDIKE PETES CRUNCHY N	180	148	0	0	0	0	0	0	328
2043010	NABISCO NORMAN SUGAR FROSTED CER	0	12	0	0	0	0	0	0	12
2043010	NABISCO YANKEE DOODLE CRUNCH CER	0	5	0	0	0	0	0	0	5
2043010	OOOBOPPEROOS PRE-SWEETENED CEREAL	0	11	0	0	0	0	0	0	11
2043010	POPEYE CEREALS	0	19	1	21	0	0	0	4	45
2043010	POST ALPHA BITS	913	608	0	0	0	0	0	0	1521
2043010	POST CEREALS	0	1	0	0	0	0	0	0	1
2043010	POST GRAPE NUTS	6017	2041	0	0	0	0	0	0	8058
2043010	POST HONEYCOMBS	1640	1041	0	0	0	0	0	0	2681
2043010	POST PEBBLES CEREALS	1603	648	0	0	0	0	0	0	2251
2043010	POST SUPER ORANGE CRISP	0	1	0	0	0	0	0	0	1
2043010	POST SUPER SUGAR CRISP	2354	1093	0	0	0	0	0	0	3447
2043010	POST TENS CEREALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043010	POST TOASTIES	0	762	0	0	0	0	0	0	762
2043010	PURITY MILLS CEREALS	0	0	0	0	0	0	17	14	31
2043010	QUAKER HARVEST CRUNCH CEREAL	0	11	0	0	0	0	0	0	11
2043010	QUAKER KING VITAMIN CEREAL	0	0	0	152	0	0	0	0	152
2043010	QUAKER PUFFED RICE & PUFFED WHEA	0	0	57	0	0	0	0	0	57
2043010	RALSTON CEREALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043010	RICEOS CEREAL	0	18	0	0	0	0	0	3	21
2043010	SUN COUNTRY GRANOLA CEREALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043010	TEAM FLAKES CEREALS	534	106	0	0	0	0	0	0	640
2043010	TOTAL CEREAL	3301	936	0	0	0	0	0	0	4237
2043010	TREAT-PAK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043010	99 CEREAL PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Corn Breakfast Cereals										
2043011	CORN TOTAL CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043011	COUNTRY CORN FLAKES CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043011	KELLOGG'S CORN FLAKE CRUMBS & KI	0	0	75	0	0	0	0	0	75
2043011	KELLOGG'S CORN FLAKE CRUMBS & WI	0	0	10	0	0	0	0	0	10
2043011	KELLOGG'S CORN FLAKE CRUMBS,DOLE	0	0	28	0	35	0	0	0	53
2043011	KELLOGG'S CORN FLAKES	2070	592	43	221	0	0	0	0	2926
2043011	KELLOGG'S CORNY-SNAPS CEREAL	0	133	0	7	20	0	0	0	160
2043011	KELLOGG'S FROSTED FLAKES	0	0	0	108	0	0	0	0	108
2043011	KROGER CORN FLAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043011	SAFEWAY CORN FLAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043011	TRIX CEREAL	613	2036	0	39	0	0	0	0	2688

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL *
S I C	PRODUCT NAME	TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)				OF DOLLARS)				
Wheat Breakfast Cereals										
2043012	BUC-WHEATS CEREAL	355	1325	100	0	0	0	0	0	1720
2043012	GOLDEN GRAHAMS CEREAL	968	791	133	83	0	0	237	0	2212
2043012	KELLOGG'S ALL BRAN & BRAN BUDS	0	0	367	114	287	0	0	0	761
2043012	KELLOGG'S BUCKWHEATS CEREAL	0	9	7	0	0	0	0	0	9
2043012	KELLOGG'S FROSTED MINI-WHEATS	2355	136	0	132	0	0	0	0	2623
2043012	KELLOGG'S RAISIN BRAN	3069	551	25	28	0	0	0	0	3673
2043012	KELLOGG'S 40% BRAN FLAKES	0	7	0	109	122	0	0	0	238
2043012	NABISCO SHREDDED WHEAT	1931	795	0	0	0	0	0	0	2726
2043012	NABISCO SHREDDIES	0	15	0	0	0	0	0	0	15
2043012	NABISCO 100 % BRAN	0	0	21	37	0	0	0	0	118
2043012	POPEYE PUFFED WHEAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043012	POST RAISIN BRAN	3813	814	0	0	0	0	0	0	4627
2043012	POST 40% BRAN FLAKES	0	0	143	0	0	0	0	0	143
2043012	QUAKER SHREDDED WHEAT	0	15	0	0	0	0	0	0	15
2043012	SHREDDIES WHEAT CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043012	SPOON-SIZE SHREDDED WHEAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043012	SPOON-SIZE SHREDDED WHEAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043012	WHEAT HEARTS CEREAL	0	0	42	0	0	0	0	0	42
2043012	WHEATIES CEREAL	2040	999	54	0	0	0	40	0	3133
Oat Breakfast Cereals										
2043015	KELLOGG'S OATNUT BARS	0	49	0	0	0	0	0	0	49
2043015	NATIONAL OAT PRODUCTS	0	0	0	0	0	0	13	0	13
2043015	NATURE VALLEY GRANOLA	610	461	141	54	0	0	916	0	2162
2043015	POST FORTIFIED OAT FLAKES	2093	534	0	42	99	0	0	0	2768
2043015	QUAKER 100% NATURAL CEREAL	484	396	106	88	123	0	0	0	1197
Rice Breakfast Cereals										
2043017	KELLOGG'S FROSTED RICE	476	127	0	145	228	0	0	0	976
2043017	KELLOGG'S RICE KRISPIES	5000	785	324	219	0	0	0	0	6328
2043017	POPEYE PUFFED RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043017	POST SUGAR FROSTED RICE KRINKLES	0	3	0	0	0	0	0	0	3
Other Breakfast and Baby Cereals										
2043019	BREAKFAST SQUARES COMPLETE MEALS	420	482	181	0	0	0	800	0	1683
2043019	CARNATION BREAKFAST BAR	875	322	128	103	112	0	18	0	1558
2043019	NABISCO FAST BREAK BREAKFAST BAR	0	34	0	0	0	0	0	0	34
2043019	RIERA-MARSA DRY BABY FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043019	ROBINSONS BABY PORRIDGE OATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043019	ROBINSONS MIXED CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043019	ROBINSONS PATENT BARLEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043019	ROBINSONS PROTEIN CEREAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cooked Breakfast Cereals										
2043050	HARVEST BLEND INSTANT HOT CEREAL	0	6	0	0	0	0	0	0	6
2043052	CREAM OF WHEAT CEREAL	1453	606	0	0	0	0	0	0	2059
2043052	CREAM OF WHEAT MIX N EAT CEREALS	0	4	0	0	0	0	0	0	4
2043053	KROGER QUICK OATS	NA	NA	NA	NA	NA	NA	NA	NA	NA

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA-ZINES	NEWS-PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
Cooked Breakfast Cereals (continued)		(IN THOUSANDS OF DOLLARS)								
2043053	QUAKER OATS & INSTANT OATMEAL	2166	132	60	385	130	0	0	0	2873
2043053	SAFEGWAY QUICK OATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043053	3-MINUTE COUNTRY HARVEST CEREAL	0	91	0	3	0	0	0	0	94
2043053	3-MINUTE OATMEAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2043053	3-MINUTE OATS	0	408	0	159	0	0	0	0	507

RICE MILLING

Rice

2044010	GOLDEN PEARL RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	HINODE RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	HINODE ROSE RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	KOKUSAI RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	KROGER INSTANT RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	RED SEAL RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	SELLO ROJO RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	SILVER PEARL RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044010	TOWNHOUSE RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044015	CAROLINA BAKE-IT-EASY RICE DISHE	0	217	101	0	76	0	29	0	423
2044015	CAROLINA RICE	0	0	0	86	0	0	0	0	86
2044015	MAHATMA RICE	0	218	0	18	0	0	220	0	456
2044015	MAHATMA RICE/SEASONING MIX	0	12	0	0	0	0	0	0	12
2044015	MINUTE RICE	1280	1492	220	0	0	0	0	0	2992
2044015	MINUTE RICE & CAMPBELLS CHUNKY C	0	0	135	0	0	0	0	0	135
2044015	QUIET WATER WILD RICE	0	0	15	0	0	0	0	0	15
2044015	REIS-FIT RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044015	RICELAND RICE	0	297	26	0	0	0	0	0	323
2044015	RIVER RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044015	UNCLE BENS RICE	220	1586	0	222	0	396	0	0	2424
2044015	UNCLE BENS RICE & STUFF N SUCH S	0	0	0	66	100	0	0	0	166
2044015	VAN CAMP'S SPANISH RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044015	WATER MAID RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA

Instant Rice

2044098	MINIT RICE INSTANT RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2044098	MINUTE RICE INSTANT RICE	NA	NA	NA	NA	NA	NA	NA	NA	NA

BLENDED AND PREPARED FLOURS

Flour Mixes, Unspecified

2045500	CINCH CAKE AND OTHER DRY MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045500	LION BAKING PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045500	MARTHA GOOCH BAKING MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045500	MARTHA WHITE MIXES	0	156	0	0	0	0	0	0	156
2045500	QUAKER MASA HARINA	0	62	37	0	0	0	0	0	99
2045500	REDI-MIX BAKING MIXES	0	0	4	0	0	0	0	0	4
2045500	RIERA-MARSA FLOUR MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045500	RUSTCO BAKERY MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045500	WHITE LILY BAKING MIXES	0	111	14	0	0	0	0	0	125
2045500	WHITE TULIP FOOD PRODUCTS	0	2	0	0	0	0	0	0	2

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C PRODUCT NAME		(IN THOUSANDS OF DOLLARS)								
Pancake Mixes										
2045551	AUNT JEMIMA PANCAKE MIX	624	83	89	106	17	0	0	0	919
2045551	BETTY CROCKER BUTTERMILK PANKAKE	0	0	55	0	0	0	0	0	55
Cake Mixes										
2045553	BASIC BUNDT CAKE MIXES	1020	27	177	0	3	0	0	0	1227
2045553	BETTY CROCKER BROWNIE MIXES	0	115	130	14	0	0	11	0	270
2045553	BETTY CROCKER CAKE MIXES	771	530	224	107	0	0	119	0	1751
2045553	BETTY CROCKER RING CAKE SUPREME	0	0	139	0	44	0	0	0	183
2045553	BETTY CROCKER SNACKIN CAKE MIXES	959	297	260	0	0	0	0	0	1536
2045553	BETTY CROCKER STIR N FROST CAKE	0	76	18	0	5	0	0	0	99
2045553	BUNDT CAKE MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045553	DROMEDARY CAKE MIXES	0	0	0	56	0	0	0	0	56
2045553	DUNCAN HINES BROWNIE MIX	706	26	0	0	0	0	0	0	732
2045553	DUNCAN HINES CAKE MIXES	5534	354	798	21	0	0	0	0	6707
2045553	DUNCAN HINES MOIST & EASY SNACK	0	168	92	0	0	0	0	0	260
2045553	PILLSBURY BROWNIE MIX & PETER PA	0	0	38	47	0	0	0	0	85
2045553	SNACKIN CAKE CAKE MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045553	STREUSEL SWIRL DESSERT CAKE MIX	997	11	106	0	0	0	0	0	1114
2045553	VELVET CAKE MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Biscuit Mixes										
2045556	BISQUICK BAKING MIX	607	204	0	10	0	0	0	0	821
2045556	BISQUICK BUTTERMILK BAKING MIX	0	0	742	0	0	0	0	0	742
2045556	MCVITIES DIGESTIVE BISCUIT MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045556	SOUTHERN BISCUIT MULTIPRODUCT AD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045556	SOUTHERN BISCUIT REDI-MIX	0	52	4	0	0	0	0	0	56
Pie Crust Mixes										
2045558	BETTY CROCKER PIE CRUST MIX	0	57	0	0	0	0	0	0	57
2045558	BURRUS LIGHT CRUST BAKING MIXES	0	43	0	0	0	0	0	0	43
2045558	FLAKO PIE CRUST MIX & COMSTOCK P	0	0	0	0	33	0	0	0	33
2045558	PILLSBURY PIE CRUST MIX & BORDEN	0	0	40	0	0	0	0	0	40
Sweet Goods Mixes										
2045561	STARS AND SPICE DONUT MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045561	SWEET'N SIMPLE SWEET ROLL MIX	0	2	0	0	0	0	0	0	2
Cookie Mixes										
2045564	BETTY CROCKER BAR COOKIE MIXES	0	6	0	0	0	0	0	0	6
2045564	NESTLE COOKIE MIX	0	80	0	0	0	0	0	0	80
Bread and Roll Mixes										
2045566	CATHERINE CLARK GRANOLA BREAD MI	0	1	0	0	0	0	0	0	1
2045566	DUNCAN HINES MUFFIN MIX	295	3	0	0	0	0	0	0	298
2045566	FIBRE-BRAND BREAD BASE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045566	PILLSBURY BREAD MIXES	0	0	272	0	0	0	0	0	272
2045566	SIMPLE'N DELICIOUS BREAD MIX	0	37	31	0	2	0	0	0	70
Other Flour Mixes										
2045568	APPIAN WAY PIZZA MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045568	AUNT JEMIMA CORN MEAL MIX	0	0	0	12	0	0	0	0	12
2045568	BATTER'N PAKE BATTER MIX	175	213	0	0	0	0	0	0	388

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME									
Other Flour Mixes (continued)										
2045568	BETTY CROCKER CRISP N TENDER BAT	0	51	26	0	7	0	0	0	84
2045568	BETTY CROCKER MUFFIN MIX	0	0	0	20	0	0	0	0	20
2045568	BRODIE FLOUR MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045568	CATARI PIZZA & TOMATO MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045568	KRAFT PIZZA MIX	0	1	0	0	0	0	0	0	1
2045568	MAS TRIGO FLOUR MIX	0	0	0	0	0	0	3	0	3
2045568	PASTRY LOAF PIZZA MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045568	SHAKE'N BAKE MIXES	2949	2802	0	0	0	0	2	0	5753
2045568	THREE RIVERS CORNMEAL MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045568	WHITE TULIP CORN MEAL MIX	0	3	0	0	0	0	0	0	3
Refrigerated Doughs										
2045570	BALLARD REFRIGERATED DOUGH BAKER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045570	CATHERINE CLARK FROZEN DOUGH	0	30	0	74	0	0	0	0	104
2045570	GRETCHEN GRANT FROZEN DOUGH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045570	MEXICO REFRIGERATED DOUGH PRODUC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045570	PILLSBURY DOUGH PROD & SWIFTS SA	0	0	70	50	0	0	0	0	120
Refrigerated Biscuit Doughs										
2045571	HUNGRY JACK REFRIGERATED BISCUIT	0	550	63	6	0	0	0	0	619
2045571	PILLSBURY PRE-BAKED BISCUITS	0	26	0	0	0	0	0	0	26
2045571	PILLSBURY REFRIGERATED BISCUITS	112	270	0	14	0	0	0	0	396
2045571	PILLSBURY REFRIGERATED & PRE-BAK	0	136	0	0	0	0	0	0	136
2045571	1869 BRAND REFRIGERATED BISCUITS	0	0	20	0	0	0	0	0	20
Refrigerated Cookie Doughs										
2045573	BETTY CROCKER SPOON & BAKE COOKI	0	69	56	0	1	0	0	0	126
2045573	LUNCH LINE FROZEN COOKIE DOUGH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045573	PILLSBURY REFRIGERATED COOKIE KI	0	0	10	0	10	0	0	0	20
Refrigerated Bread Doughs										
2045575	HOT LOAF REFRIGERATED BREAD DOUG	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045575	PILLSBURY REFRIGERATED DANISH SW	0	14	0	0	0	0	0	0	14
2045575	PILLSBURY REFRIGERATED DINNER RO	0	0	96	0	0	0	0	0	96
2045575	PILLSBURY REFRIGERATED DINNER RO	0	0	106	0	0	0	0	0	106
2045575	PILLSBURY REFRIGERATED DINNER RO	0	0	44	0	0	0	0	0	44
2045575	PILLSBURY REFRIGERATED QUICK MUF	0	62	0	0	0	0	0	0	62
2045575	PILLSBURY REFRIGERATED ROLL DOUG	1755	37	0	0	0	0	0	0	1792
2045575	ROYAL PANTRY FROZEN BREAD DOUGH	0	22	17	0	0	0	0	0	39
Other Refrigerated Doughs										
2045579	CREATIVE CRUST PIZZA CRUST	0	19	0	0	0	0	0	0	19
2045579	PILLSBURY ALL READY REFRIGERATED	0	5	0	0	0	0	0	0	5
2045579	PILLSBURY REFRIGERATED EGG BASKE	981	29	0	0	0	0	0	0	1010
2045579	PILLSBURY REFRIGERATED PIZZA DOU	0	4	0	0	0	0	0	0	4
2045579	REFRIGERATED WIENER WRAP	2332	63	0	0	0	0	0	0	2395
2045579	WIENER WRAP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2045579	WIENER WRAP & SWIFTS FRANKS	0	0	59	0	0	0	0	0	59
WET CORN MILLING PRODUCTS										
Corn Syrup										
2046000	CLINTOSE PEXTROSE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046000	ISOMEROSE CORN SYRUP	NA	NA	NA	NA	NA	NA	NA	NA	NA

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)				OF DOLLARS)				
2046000	LEV-U-DEX CORN SYRUP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046000	NUSWEET E CORN SYRUP	NA	NA	NA	NA	NA	NA	NA	NA	NA
High Fructose Corn Syrup										
2046007	AMAIZO CORN SYRUPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046007	AMAIZO TRU-SWEET HIGH FRUCTOSE C	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046007	AMERUSE HIGH FRUCTOSE CORN SYRUP	NA	NA	NA	NA	NA	NA	NA	NA	NA
Corn Starches										
2046018	FRO-DEX CORN SYRUP SOLIDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046031	AMAIZO INDUSTRIAL STARCHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046031	CLINTON CORN STARCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046031	CREAM BRAND CORN STARCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046031	THE CARDINAL GUM INDUSTRIAL STAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046031	THIN-N-THICK DELAYED VISCOSITY S	NA	NA	NA	NA	NA	NA	NA	NA	NA
Dextrin										
2046033	ARGO CORN STARCH	0	0	67	0	0	0	0	0	67
2046033	MAIZENA CORN STARCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
Wet Corn Process Byproducts										
2046051	AMAIZO DEXTRINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046075	AMAIZO CORN GLUTEN FEED	NA	NA	NA	NA	NA	NA	NA	NA	NA
2046077	JIM DANDY CORN MEAL	0	410	0	0	0	0	0	0	410
2046079	AMAIZO CORN GERM	NA	NA	NA	NA	NA	NA	NA	NA	NA
PET FOODS										
Dog and Cat Food										
2047100	ALPO PET FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	AMI CANNED PET FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	BLUE MOUNTAINPET FOODS	0	0	0	54	0	0	0	0	54
2047100	BOGENA PET FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	BONNIE DRY PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	BONZO PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	CALO PET FOOD	0	0	0	0	0	0	80	0	80
2047100	CHECKERBOARD PET FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	CONTROL DIET PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	DOGGIE BAG MEAT SNACKS FOR PETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	DR ROSS PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	ENCIA PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	FELIX PET FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	FRISKIES PET FOODS REGIONAL	120	0	0	0	0	0	0	0	120
2047100	GAINES DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	GAINES DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	GEISLER PFT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 747 MADISON AVE., NEW YORK, NY

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C		(IN THOUSANDS)					(OF DOLLARS)			
Dog and Cat Food (continued)										
2047100	GOLDEN CHOICE DRY PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	HYKRO PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	KAL KAN PET FOOD & RINGLING CIRC	0	0	0	0	158	0	0	0	158
2047100	KAL KAN PET FOODS	0	142	0	304	0	0	4	0	450
2047100	KISSER CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	LADDIE BOY PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	LATZ PET FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	LOPIS PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	PARD PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	PETUNA PET FOOD	0	11	0	0	0	0	0	31	42
2047100	PRESCRIPTION DIET PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	PURINA CHUCK WAGON	0	0	0	160	0	0	0	0	160
2047100	PURINA PET FOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	PURINA PET FOODS	0	7	0	0	0	0	0	0	7
2047100	SCIENCE DIET PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	SPORTMIX DRY PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047100	WALTER KENDALL FIVES & KIBBLED	NA	NA	NA	NA	NA	NA	NA	NA	NA
Dog Food										
2047120	ANNE PAGE DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	A&P DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	CHIP R DIET DOG FOOD	0	76	0	0	0	0	0	0	76
2047120	CYCLE DOG FOOD MULTIPRODUCT ADVE	0	5	0	0	0	0	0	0	5
2047120	CYCLE PUPPY & DOG FOOD	0	42	0	0	0	0	0	0	42
2047120	EIGHT O'CLOCK DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	FIELD AND SHOW DOG FOOD	0	3	0	0	0	0	0	7	10
2047120	GAINES DOG FOOD	0	0	527	67	0	0	0	0	594
2047120	GAINES HALE & HEARTY DOG FOOD	0	3	0	0	0	0	0	0	3
2047120	GRAVY TRAIN DOG FOOD	3054	825	0	68	0	0	0	0	3947
2047120	HUSKEY DOG FOOD	0	99	0	0	0	0	0	0	99
2047120	JANE PARKER DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	JAZZ DOG FOOD	0	17	0	0	0	0	0	0	17
2047120	JIM DANDY DOG FOOD	0	372	0	9	0	0	0	0	381
2047120	KASCO DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	MARVEL DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	MASTER MCGRATH DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	MIGHTY DOG DOG FOOD	2693	1955	0	11	0	0	7	0	4666
2047120	OUR OWN DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	PET PRIDE CANNED DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	PRIME DOG FOODS	1329	513	0	16	0	0	0	0	1858
2047120	PURINA CHUCK WAGON DOG FOOD	3377	3	888	0	0	0	0	0	4268
2047120	PURINA CHUCK WAGON PUPPY DINNER	1351	137	215	48	124	0	0	0	1875
2047120	PURINA DOG DINNER MIX	0	492	0	57	82	0	0	0	631
2047120	PURINA HOMESTYLE DOG DINNER	0	193	48	24	22	0	0	0	267
2047120	PURINA PUPPY CHOW	2615	251	230	57	0	0	0	0	3153
2047120	SKIPPY DOG FOOD	1051	185	0	0	0	0	0	0	1236
2047120	SNOOPY DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	STRONGHEART DOG FOOD CANNED AND	0	215	0	0	0	0	0	0	215
2047120	TOP CHOICE DOG FOOD	2574	545	857	235	124	0	0	0	4335
2047120	TRAIL BLAZER DOG FOOD	0	102	0	0	0	0	0	0	102
2047120	TRIX CANNED DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047120	WAYNE CANNED & DRY DOG FOOD	0	896	0	0	0	0	0	0	896
2047120	YUKON DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA

Canned Dog Food

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWS- SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										
2047121	ALAMO CANNED DOG FOOD	0	3	0	16	0	0	0	0	19
2047121	ALPO CANNED DOG FOOD	6931	2987	78	13	0	0	75	1	10085
2047121	CYCLE CANNED DOG FOOD	0	647	136	266	8	0	0	0	1057
2047121	CYCLE CANNED PUPPY DINNER	0	24	0	0	0	0	0	0	24
2047121	DR BALLARDS CANNED DOG FOOD	0	10	0	0	0	0	0	0	10
2047121	FIDO CANNED PET FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047121	FRISKIES CANNED DOG FOOD	0	155	0	27	0	0	0	0	182
2047121	GAINES SUPREME CANNED DOG FOOD	0	2	0	0	0	0	0	0	2
2047121	JIM DANDY CANNED DOG FOOD	0	478	0	0	0	0	0	0	478
2047121	KAL KAN CANNED DOG FOOD	0	4304	0	18	32	0	0	0	4354
2047121	KAL KAN M P S CANNED DOG FOOD	0	81	0	123	0	0	0	0	204
2047121	KAL KAN MEALTIME DOG FOOD	0	1415	131	97	0	0	0	0	1643
2047121	KAM DOG FOOD CANNED	0	80	0	0	0	0	0	0	80
2047121	KEN-L RATION CANNED DOG FOOD	0	6	61	0	0	0	0	0	67
2047121	PUPPY LOVE CANNED DOG FOOD	0	665	0	0	0	0	0	0	665
2047121	PURINA CANNED DOG FOOD	0	9	0	0	0	0	0	0	9
2047121	RECIPE CANNED DOG FOOD	0	629	12	51	0	0	13	0	705
2047121	RIVAL CANNED DOG FOOD	0	1446	0	175	0	0	0	0	1621
2047121	SKIPPY CANNED DOG FOOD	0	28	0	0	0	0	0	0	28
2047121	THORU-FED CANNED DOG FOOD	0	199	0	19	0	0	0	0	218
2047121	VETS CANNED DOG FOOD	0	80	0	43	0	0	0	0	123
2047121	WAYNE CANNED DOG FOOD	0	48	0	0	0	0	0	0	48

Dry Dog Food

2047125	ALAMO DRY DOG FOOD	0	685	15	0	0	0	0	6	706
2047125	BEEF SNAPS PET FOOD TREATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	BEEFBITES DINNER DRY DOG FOOD	0	57	6	0	0	0	0	0	63
2047125	BIG RED DRY DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	CABIN HOME DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	CHAR-O SNAPS PET FOOD TREATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	CHIK-N SNAPS PET FOOD TREATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	CHUNX DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	COMPLETE DOG RATION	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	CYCLE DRY PUPPY DINNER	0	2	0	0	0	0	0	0	2
2047125	FLAVOR SNACK DOG BISCUITS	425	89	0	0	0	0	0	0	514
2047125	FRENCHS DOG TREATS	0	25	333	0	0	0	0	0	358
2047125	FRISKIES DRY DOG FOOD	0	0	0	0	9	0	0	0	9
2047125	GAINES BISCUITS & BITS DOG SNACK	0	0	0	24	40	0	0	0	64
2047125	GAINES DOG MEAL	310	154	0	0	10	0	0	0	474
2047125	GO-DOG DRY DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	HUNTERS CHOICE DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	JIM DANDY DRY DOG FOOD	0	432	0	48	0	0	0	0	480
2047125	LIV-A SNAPS PET FOOD TREATS	0	715	0	0	0	0	0	0	715
2047125	MILK-BONE DOG BISCUITS	1909	560	13	136	0	0	0	0	2618
2047125	MILK-BONE DOG BISCUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	MILK-BONE DOG TREATS	0	0	233	0	0	0	0	0	233
2047125	MILK-BONE PUPPY BISCUITS	0	0	0	0	8	0	0	0	8
2047125	PACESETTER DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	PET PRIDE DRY DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	PUPPY LOVE DRY DOG FOOD	0	128	0	0	0	0	0	0	128
2047125	PURINA CHOW DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	PURINA DOG CHOW	4027	537	0	250	0	0	24	0	4838

		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)			
S I C	PRODUCT NAME									
Dry Dog Food (continued)										
2047125	PURINA DOG MEAL	2643	248	218	23	117	0	0	0	3249
2047125	PURINA SUCCESS DRY DOG FOOD	0	0	0	89	0	0	0	0	89
2047125	RECIPE DRY DOG FOOD	0	1	0	0	0	0	0	0	1
2047125	RIVAL DRY DOG FOOD	0	7	0	0	0	0	0	0	7
2047125	STRONG DRY DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047125	VETS DRY DOG FOOD	0	687	0	48	0	0	0	0	735
2047125	WAYNE SOLO DRY DOG FOOD	0	1634	8	0	0	0	0	0	1642
2047125	SKIPPY DRY DOG FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
Semimoist Dog Food										
2047131	GAINES BURGERS DOG FOOD	3421	1350	1187	116	115	0	0	0	6189
2047131	HUNT CLUB BURGERBITS	0	0	0	20	0	0	0	0	20
2047131	KEN-L RATION BURGERS	0	459	552	112	44	0	0	0	1167
2047131	WAYNE GROUND BEEF DINNER & MIXER	0	0	12	0	0	0	0	0	12
Cat Food										
2047140	AMIGATO CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047140	CATS CHOICE CANNED CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047140	FRISKIES CAT FOODS	0	2	0	0	0	0	0	0	2
2047140	PURINA CANNED CAT FOOD	752	1126	633	388	0	0	0	0	2899
2047140	PUSS N BOOTS CAT FOOD	0	160	0	0	0	0	0	0	160
2047140	PUSS N BOOTS SPECIAL MENU CAT FO	0	10	0	0	0	0	0	0	10
Canned Cat Food										
2047141	ALPO CANNED CAT FOOD	0	10	0	0	0	0	0	0	10
2047141	BUFFET CANNED CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047141	DR BALLARDS CANNED CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047141	FIGARO CANNED CAT FOOD	0	41	0	0	0	0	0	0	41
2047141	FRISKIES CANNED CAT FOOD	1254	1277	0	5	0	0	0	0	2536
2047141	GOURMET CANNED CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047141	KAL KAN CANNED CAT FOOD	0	247	0	97	24	0	0	0	368
2047141	PAMPER CANNED CAT FOOD	0	28	0	0	0	0	0	0	28
2047141	PERK CANNED CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047141	PURINA LOVIN SPOONFULS CANNED CA	1215	549	259	154	0	0	0	0	2177
2047141	PUSS N BOOTS CANNED CAT FOOD	0	0	17	8	10	0	0	0	35
2047141	SKIPPY CANNED CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047141	TABBY CANNED CAT FOOD	0	13	0	46	0	0	0	0	59
2047141	VETS CANNED CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047141	9-LIVES CANNED CAT FOOD	2636	894	0	122	0	0	0	0	3652
Dry Cat Food										
2047153	FRISKIES DRY KITTEN FOOD	7	83	0	3	175	0	0	0	268
2047153	GO-CAT DRY CAT FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047153	LITTLE FRISKIES DRY CAT FOOD	4292	951	49	110	0	0	0	0	5402
2047153	LITTLE FRISKIES KITTEN FOOD	1782	466	0	288	117	0	0	0	2653
2047153	MILK-BONE BAKER TOMS BAKED CAT D	0	264	54	0	19	0	0	0	337
2047153	MILK-BONE TASTY TWOSOME DRY CAT	0	2	9	0	0	0	0	0	11
2047153	PURINA CAT CHOW	4579	174	420	0	409	0	10	0	5592
2047153	PURINA DRY CAT FOODS	891	292	0	0	0	0	0	0	1163
2047153	PURINA KITTEN CHOW	0	2	0	8	0	0	0	0	10
2047153	PURINA MEOW MIX	3742	464	1336	178	25	0	0	0	5745
2047153	9-LIVES DRY CAT FOOD	0	4	0	35	0	0	0	0	39

			NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C PRODUCT NAME			(IN THOUSANDS)					OF DOLLARS)			
Semimoist Cat Food											
2047156	PURINA TENDER VITTLES CAT FOOD	3195	461	565	173	0	0	0	0	0	4414
2047156	PURINA WHISKER LICKINS MOIST CAT	498	17	0	165	122	0	0	0	0	802
2047156	PUSS N BOOTS MOIST MEALS CAT FOO	0	867	92	89	0	0	118	0	0	1166
2047156	SQARE MEALS SOFT MOIST CAT FOOD	0	468	0	0	0	0	0	0	0	468
2047156	TABBY TENDER DINNERS CAT FOOD	0	1453	0	61	0	0	0	0	0	1514
2047156	9-LIVES SOFT MOIST CAT FOOD	0	194	0	118	0	0	0	0	0	312
Other Pet Foods											
2047251	MILFORD WILD BIRD FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2047251	SHERWOOD FOREST WILD BIRD FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
ANIMAL FEEDS											
Animal Feeds, Unspecified											
2048000	ACCO FEELS	0	0	0	0	0	0	62	1	0	63
2048000	ALBERS FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	ALLIED MILLS FEEDS	0	0	0	0	0	0	15	0	0	15
2048000	BLOAT GUARD BLOCKS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	CARGILL FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	COOP FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	COOP FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	FORANIMAL ANIMAL FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	FORMAX FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	GOLDEN SUN FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	GOOCH'S FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	HUBBARD FEED	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	HUBBARD LNS LIQUID SUPPLEMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	JAZZ ANIMAL FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	LSS FEED ADDITIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	MASTER MIX FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	MOLASSES PROTEIN SUPPLEMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	NUTRENA FEEDS	0	20	0	0	0	0	0	0	0	20
2048000	PEAVEY FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	PURINA FEEDS AND CHOWS	0	43	0	0	0	0	24	0	0	67
2048000	RED ROSE GRAINS AND CONCENTRATES	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	STALEY SWEET LIX RARON	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	SUPERSWEET FEEDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	SWEETLIX LIVESTOCK FEED BLOCKS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	SWEETONE DRIED MOLASSES CONCENTR	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	TEMPER GRAIN CONDITIONER	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	TROPICANA CITRUS PULP CATTLE FEE	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048000	VIGORTONE FEEDS & SUPPLEMENTS	0	133	0	0	0	0	0	0	0	133
Poultry Feeds											
2048111	CHICK GROWER	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048111	CHICK STARTER	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2048115	ALL MASH LAYER FEED	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Dairy Cattle Feed											
2048421	DARI DRI BABY CALF FORMULA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS OF DOLLARS)								
PRODUCT NAME										
Swine Feed	2048423	HI PHOSPHORUS MINERAL MIX DAIRY	NA	NA	NA	NA	NA	NA	NA	NA
	2048423	N-SILE + DAIRY FEEDS ADDITIVES	NA	NA	NA	NA	NA	NA	NA	NA
	2048511	POW-R-PAK AT FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048513	HOG SUPER CONCENTRATE	NA	NA	NA	NA	NA	NA	NA	NA
Beef Cattle Feed	2048611	BLUE LABEL MILK REPLACER	NA	NA	NA	NA	NA	NA	NA	NA
	2048611	CMP PLUS MILK REPLACER	NA	NA	NA	NA	NA	NA	NA	NA
	2048611	RED LABEL MILK REPLACER	NA	NA	NA	NA	NA	NA	NA	NA
	2048611	TCR I CALF FEEDS	NA	NA	NA	NA	NA	NA	NA	NA
	2048611	TCR II CALF FEEDS	NA	NA	NA	NA	NA	NA	NA	NA
	2048613	CALFMANNA ANIMAL FOOD SUPPLEMENT	0	12	0	0	0	0	0	12
Horse Feed	2048613	MONENSIN BEEF FEED ADDITIVE	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	APPLE LOVE HORSE FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	BLOOM HORSE FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	CARROT LOVE HORSE FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	FRUEN SPECIALTY HORSE FEEDS	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	HI STANDARD HORSE FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	MAKE'N FOAL HORSE FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	PERFORMANCE HORSE FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048711	SWEET LOVE HORSE FEED	NA	NA	NA	NA	NA	NA	NA	NA
	2048811	ROSS WELLS MINK FOOD PELLETS	NA	NA	NA	NA	NA	NA	NA	NA
BAKERY PRODUCTS										
2050000	NABISCO MULT-PRODUCT ADVERTISING	NA	NA	NA	NA	NA	NA	NA	NA	NA
2050000	PEPPERIDGE FARM DELICACIES	0	0	3	94	0	0	0	0	97
BREAD, ROLLS, AND CAKES										
Bakery Products, Unspecified										
2051000	AMERICAN BAKERY PRODUCTS	0	0	0	0	0	0	0	13	13
2051000	ANNE PAGE BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051000	ARNOLD BAKERY GOODS	0	23	0	0	0	0	334	0	357
2051000	A&P BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051000	BETSY ROSS BAKERY PRODUCTS	0	47	0	0	0	0	0	3	50
2051000	BUNNY BAKERY PRODUCTS	0	278	0	0	0	0	0	11	289
2051000	BURNY BAKERY PRODUCTS	0	23	0	64	0	0	18	0	105
2051000	BUTTERMAID BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051000	CAMPBELL TAGGART BAKERY PRODUCTS	0	373	0	0	0	0	3	0	376

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*	
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER	
		(IN THOUSANDS)					OF DOLLARS)				
Bakery Products, Unspecified	S I C	PRODUCT NAME									
	(continued)										
	2051000	COLONIAL BAKERY PRODUCTS	0	836	0	10	0	0	50	57	953
	2051000	DANDEE BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	EARTH GRAINS BAKERY PRODUCTS	0	0	0	144	0	0	0	0	144
	2051000	EDDY'S BAKED GOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	EIGHT O'CLOCK BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	FARMCREST BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	FLOWERS BAKERY PRODUCTS	0	199	0	0	0	0	0	32	231
	2051000	GARDNER BAKERY PRODUCTS	0	18	0	0	0	0	6	0	24
	2051000	HOLSUM BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	HOLSUM BAKERY PRODUCTS	0	0	0	0	0	0	7	0	7
	2051000	HONEY MEAL BAKERY PRODUCTS	0	37	0	0	0	0	0	0	37
	2051000	IDEAL BAKERY PRODUCTS	0	13	0	0	0	0	0	0	13
	2051000	JANE PARKER BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	KILPATRICK'S BAKERY PRODUCTS	0	180	0	0	0	0	28	113	321
	2051000	MANOR BAKERY PRODUCTS	0	201	0	0	0	0	0	0	201
	2051000	MARVEL BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	MERITA BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	MERITA FRESH BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	MICKEY BAKERY PRODUCTS	0	0	0	0	0	0	0	26	26
	2051000	NOLDES BAKERY PRODUCTS	0	58	0	0	0	0	0	0	58
	2051000	OUR OWN BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	PURITY BAKERY PRODUCTS	0	84	0	0	0	0	0	12	96
	2051000	RAINBO BAKERY PRODUCTS	0	6	0	0	0	0	86	8	100
	2051000	ROMAN MEAL BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051000	SCHMIDT BAKERY PRODUCTS	0	303	0	0	0	0	0	0	303
	2051000	TIP TOP BAKERY PRODUCTS	0	20	0	8	0	0	0	0	28
	2051000	VAN DE KAMP'S BAKERY PRODUCTS	0	267	0	0	0	0	0	0	267
	2051000	WARDS BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051000	WONDER MULTI-PRODUCT ADVERTISING	0	35	0	0	0	0	0	0	35	
2051000	WRIGHT BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2051000	YUKON BAKERY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
Bread	2051100	CATHERINE CLARK BREAD	0	23	0	21	0	0	0	0	44
	2051110	SAFEWAY BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	ARNOLD BREAD	0	262	0	88	0	0	0	0	350
	2051111	BETTER WAY BREAD	0	12	0	0	0	0	0	0	12
	2051111	BLUE RIBBON BREAD	0	2	0	0	0	0	0	32	34
	2051111	BLUE SEAL BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	BRAUNS BREAD	0	159	0	37	0	0	0	0	196
	2051111	BREADS INTERNATIONAL BREADS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	BUTTERMAID BREAD	0	39	0	0	0	0	0	0	39
	2051111	BUTTERNUT BREAD	0	620	5	176	0	0	0	0	801
	2051111	BUTTER-CRUST BREAD	0	0	0	0	0	0	0	2	2
	2051111	COOK BOOK BREAD	0	0	0	0	0	0	16	0	16
	2051111	DANDEE BREAD	0	18	0	0	0	0	0	0	18
	2051111	DRAKE BREAD	0	120	0	0	0	0	0	0	120
	2051111	FARMCREST BREAD	0	4	0	0	0	0	0	0	4
	2051111	FOUR'S BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	HARTS BREAD	0	25	0	0	0	0	0	0	25

			NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWS- SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS)					(OF DOLLARS)			
Bread (continued)	S I C	PRDUCT NAME									
	2051111	HILLEBILLY BREAD	0	165	0	0	0	0	53	8	226
	2051111	HOLLYWOOD BREAD	0	0	0	93	0	0	0	0	93
	2051111	HOLSUM BREAD	0	0	0	77	0	0	0	0	77
	2051111	HOME PRIDE BAKERY PRODUCTS	0	287	0	0	0	0	0	0	287
	2051111	HOME PRIDE BREAD	0	1570	0	0	0	0	0	0	1570
	2051111	HONEY GRAIN BREAD	0	15	0	0	0	0	0	0	15
	2051111	HOOD BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	IDEAL BREAD	0	107	0	0	0	0	0	0	107
	2051111	KROGER WHITE BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	LAGENDORF BREAD	0	20	0	0	0	0	56	0	76
	2051111	LIGHT WHEAT BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	MERITA BREAD	0	0	0	0	0	0	0	13	13
	2051111	MILLBROOK BREAD	0	243	0	104	0	0	2	0	349
	2051111	MRS KARLS BREAD	0	27	0	0	0	0	0	0	27
	2051111	PAN ALA BRASA TOASTED BREAD SLIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	PEPPERIDGE FARM BREAD	9	83	0	332	0	0	0	0	424
	2051111	PROCLAIM BREAD	0	235	0	15	0	0	0	0	250
	2051111	RAINBO BREAD	0	670	0	16	0	0	0	3	689
	2051111	ROMAN MEAL BREAD	0	279	0	0	0	0	18	0	297
	2051111	ROMAN MEAL BREAD	0	0	0	0	0	0	34	0	34
	2051111	SPARTAN MULTI-GRAIN BREADS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	SUNBEAM BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	SUNBEAM VARIETY BREADS	0	0	0	50	0	0	0	0	50
	2051111	SUNBEAM WHITE BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	SWEETHEART BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051111	TAYSTEE BREAD	0	92	0	22	0	0	49	139	302
	2051111	TIGER BREAD	0	3	0	0	0	0	0	0	3
	2051111	TIP TOP BREAD	0	61	0	0	0	0	13	0	74
	2051111	WEBERS BREAD	0	392	0	0	0	0	0	0	392
	2051111	WONDER BREAD	303	5097	0	9	0	0	0	2	5411
Wholewheat Bread											
	2051115	VILLAGE BAKERY BUCKWHEAT AND HON	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051115	VILLAGE BAKERY WHOLE WHEAT BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
Raisin Bread											
	2051121	VILLAGE BAKERY CINNAMON AND RAIS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Oatmeal Bread											
	2051129	VILLAGE BAKERY OATMEAL BREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
Rolls											
	2051230	ARNOLD ROLLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051230	COCK BOOK BREAKFAST ROLLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051230	HART'S ROLLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051230	LAGENDORF ROLLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051230	SUNBEAM ROLLS & BUNS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051230	TAYSTEE ROLLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051233	KROGER ROLLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Muffins											
	2051239	KROGER ENGLISH MUFFINS	NA	NA	NA	NA	NA	NA	NA	NA	NA

	S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL * ADVER
			(IN THOUSANDS)					(OF DOLLARS)			
Muffins (continued)											
	2051239	PEPPERIDGE FARM ENGLISH MUFFINS	0	0	0	3	0	0	0	0	3
	2051239	THOMAS' ENGLISH MUFFINS	4	2387	0	0	0	0	0	0	2391
	2051239	WONDER ENGLISH MUFFINS	0	5	0	0	0	0	0	0	5
Bread Stuffing and Crumbs											
	2051241	BEL-AIR CROUTONS	0	0	76	0	0	0	0	0	76
	2051241	CAMPBELLS SOUP TOPPERS CROUTONS	0	29	6	0	0	0	0	0	35
	2051241	CATHERINE CLARK STUFFING MIX	0	6	0	0	0	0	0	0	6
	2051241	KELLOGG'S STUFFING	0	0	0	12	0	0	0	0	12
	2051241	PEPPERIDGE FARM STUFFING	227	0	153	3	0	0	0	0	383
	2051241	SALAD MAGIC CROUTONS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051241	SHAKE 'N BAKE SEASONED COATING M	0	0	0	21	0	0	0	0	21
	2051241	STOVE TOP STUFFING MIX	1140	1449	0	168	124	0	0	0	2861
	2051241	TAYSTEE BREAD CRUMBS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051241	UNCLE BENS STUFF N SUCH STUFFING	7	81	0	78	0	0	0	0	166
Sweet Yeast Goods											
	2051300	SUNBEAM SWEET GOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Doughnuts											
	2051313	COOK BOOK DONUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051313	SUNBEAM DOUGHNUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051313	TAYSTEE DONUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Sweet Yeast Goods											
	2051315	DOWNY FLAKE FROZEN FRENCH TOAST	0	0	0	59	0	0	0	0	59
	2051398	KROGER HONEY BUNS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051398	PILLSBURY REFRIGERATED SWEET ROL	0	0	42	0	0	0	0	0	42
	2051398	TAYSTEE SWEET ROLLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Soft Cakes											
	2051411	ANNE MARIE SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	CAPRICE SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	COOK BOOK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	CROQUETTE SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	DOLLY MADISON CAKES	186	560	0	509	0	0	0	0	1275
	2051411	DRAKE CAKES	0	1033	0	240	56	0	158	0	1487
	2051411	HOSTESS BAKED GOODS	755	2247	0	0	0	0	0	0	3002
	2051411	HOSTESS CAKES	0	3945	0	17	0	0	0	0	3962
	2051411	JAMAICA GINGER CAKE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	KEATHLEY BROWNIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	LAGENDORF CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	LONG LIFE CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	MAY WEST SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	MCVITIES CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	MCVITIES JAFFA CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	MCVITIES MALT LOAF CAKE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	MEADOW GOLD CHEESE CAKE CUPS	0	7	0	0	0	0	0	0	7
	2051411	MICKEY SNACK CAKES	0	0	0	0	0	0	24	0	24
	2051411	MORTONS BREAKFAST CAKES & BUNS	0	1	0	0	0	0	0	0	1
	2051411	POPP SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2051411	SUNBEAM SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME									
Soft Cakes (continued)										
2051411	SWISS ROLLS SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051411	THOMAS' TOAST-R-CAKES	0	1	0	0	0	0	0	0	1
2051411	VALERIE SNACK CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051411	YE OLDE ENGLISH FRUITCAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051411	98 CAKES AND BISCUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Pies										
2051511	DOLLY MADISON PIES	93	10	0	0	0	0	0	0	103
2051511	DRAKE FRUIT PIES	0	68	0	0	0	0	0	0	68
2051511	HOSTESS FRUIT PIES	0	741	0	0	0	0	0	0	741
2051511	KEATHLEY PECAN PIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051511	SUNBEAM PIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051511	TABLE TALK FRESH PIES	0	0	0	0	0	0	43	0	43
2051511	TOWN TALK BAKERY PRODUCTS	0	162	0	0	0	0	0	0	162
Pastries										
2051611	DELACRE PASTRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051611	NABISCO KRAZY GLAZY TOASTER PAST	NA	NA	NA	NA	NA	NA	NA	NA	NA
2051611	PILLSBURY REFRIGERATED PASTRIES	401	125	0	0	0	0	0	0	526
Doughnuts										
2051711	KROGER DONUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
COOKIES AND CRACKERS										
2052000	BURRYS COOKIES AND CRACKERS	0	0	0	0	0	0	42	0	42
2052000	CHRISTIE SNACK FOODS	0	21	0	0	0	0	0	0	21
2052000	LANCE SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052000	NABISCO SNACKS	0	0	79	0	0	0	0	0	79
2052100	ARNOLD CRACKERS	0	0	0	10	0	0	0	0	10
2052100	AUSTIN CRACKER SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052100	CHRISTIE CRACKERS	0	2	0	0	0	0	0	0	2
2052100	KEEBLER CRACKERS	364	141	0	226	0	0	0	0	731
2052100	KRACKAWHEAT CRACKERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052100	NABISCO CRACKERS	0	89	0	1149	0	0	0	0	1238
2052100	NABISCO DIP IN A CHIP SNACK	577	101	0	0	0	0	0	0	678
2052100	PEPPERIDGE FARM CRACKERS	0	42	0	193	0	0	0	0	235
2052100	SUNSHINE CRACKERS	274	1350	78	974	17	0	143	0	2836
Graham Crackers										
2052123	HONEY MAID	0	0	0	0	0	0	113	0	113
2052123	NABISCO CINNAMON TREATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Saltines										
2052125	KRISPY CRACKERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052125	PREMIUM SALTINE CRACKERS	2900	104	0	0	101	30	0	0	3135
2052125	ZESTA SALTINES	13	11	0	0	0	0	0	0	24
Cracker Meal										
2052133	JOHNSTON'S READY CRUST PIE CRUST	207	94	0	0	0	0	0	0	301

			NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
			(IN THOUSANDS)					OF DOLLARS)			
S I C	PRODUCT NAME										
Cracker Sandwiches											
2052135	LANCHEE PEANUT BUTTER FILLED CRA		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052135	MALT PEANUT BUTTER FILLED CRACK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052135	NEKOT PEANUT BUTTER FILLED CRACK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052135	NIP-CHEE CHEESE FILLED CRACKER S		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052135	TOASTCHEE PEANUT BUTTER FILLED C		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052135	TOASTY PEANUT BUTTER FILLED CRAC		NA	NA	NA	NA	NA	NA	NA	NA	NA
Pretzels											
2052151	BACKMAN PRETZELS		0	6	0	0	0	0	0	0	6
2052151	DUTCHIE SOFT PRETZELS		0	0	11	12	0	0	0	0	23
2052151	FAIRMONT PRETZELS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052151	PEPPERIDGE FARM PRETZELS		0	19	0	5	0	0	0	0	24
2052151	QUINLAN PRETZELS		0	48	0	31	0	0	0	0	79
2052151	ROLD GOLD PRETZELS		0	3	0	0	0	0	0	0	3
2052151	SNYDER'S OF BERLIN PRETZELS		NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Crackers and Related Products											
2052198	CHEEZ-IT CHEESE FLAVORED CRACKER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	CHIP-A-ROOS SNACK CRACKERS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	HI-HO CRACKERS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	LIL'LOAF SNACK STICKS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	NABISCO TATER PUFF CRACKERS		1778	5	0	0	0	0	0	0	1783
2052198	NABISCO TRISCUITS		2606	463	0	0	0	0	0	0	3069
2052198	OLD LONDON MELBA TOAST		0	0	0	133	0	0	0	0	133
2052198	RITZ CRACKERS		4235	29	0	0	0	34	0	0	4298
2052198	RITZ CRACKERS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	RY-CRISP CRACKERS		0	553	0	0	0	0	149	0	702
2052198	SKITTLE CHIPS CRACKERS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	SWISS CHEESE CRACKERS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	UNEEDA BISCUITS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	VIAUS BISCUIT		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	VIAUS MELBA TOAST		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052198	ZIPS CRACKERS		NA	NA	NA	NA	NA	NA	NA	NA	NA
Cookies											
2052200	CRAKITOS COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052200	DIEGO COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052200	KEEBLER CO REGIONAL		2196	0	0	0	0	0	0	0	2196
2052200	KEEBLER COOKIES		985	336	0	0	0	0	0	0	1321
2052200	SARA LEE COOKIES		0	2	0	0	0	0	0	0	2
2052210	AUSTIN COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	CHRISTIE COOKIES		0	16	0	0	0	0	0	0	16
2052210	COLONIAL COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	DELAORE COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	GRUVVKS COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	LA ROZA BISCUITS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	LAGENDORF COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	NABISCO COOKIES		4420	781	0	0	0	0	11	0	5212
2052210	ORTMEAL COOKIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	PEPPERIDGE FARM COOKIES		0	47	0	0	17	0	0	0	64

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)			
S I C	PRODUCT NAME									
Cookies (continued)										
2052210	PILLSBURY REFRIGERATED COOKIES	1322	431	0	387	0	0	0	0	2140
2052210	REAL MEMORIES COOKIES	0	0	54	0	0	0	0	0	54
2052210	SAO LUIZ BISCUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	SUNSHINE COOKIES	256	811	0	0	0	0	0	0	1067
2052210	TEA TIME	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	TOSGANAS COOKIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	WESTONS COOKIES	0	2	0	0	0	0	0	0	2
2052210	XOX COOKIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052210	YES YES COOKIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cookie Sandwiches										
2052213	BIG TOWN COOKIE SANDWICHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052213	CHOC-O-LUNCH COOKIE SANDWICHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052213	CHOC-O-MINT COOKIE SANDWICHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052213	FIG NEWTON CAKES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052213	HYDROX COOKIES	0	41	0	0	0	0	0	0	41
2052213	MAYFAIR ENGLISH STYLE ASSORTMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052213	NOISEY BISCUIT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052213	OREO CREAM SANDWICHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052213	VAN-O-LUNCH COOKIE SANDWICHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Cookies and Wafers										
2052219	BANDIT BISCUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	BISCOS WAFERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	C.C.BIGGS CHOCOLATE CHIP COOKIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	LOKNA DOONE SHORTBREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	MCVITIES MACAROONS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	MCVITIES RICH TEA BISCUITS	0	0	0	17	0	0	0	0	17
2052219	NILLA WAFERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	PECAN SANDIES COOKIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	PENGUIN BISCUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	PENNYWISE BISCUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	PISCHINGER CHOCOLATE WAFERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	PITTER PATTEN COOKIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	TAXI BISCUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	VANILLA WAFERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2052219	VILLAGE BAKERY COOKIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Toaster Pastries										
2052221	KELLOGG'S POP-TARTS	1197	473	0	179	0	0	0	0	1849
2052221	NABISCO TOASTETTES POP-UPS	0	4	0	0	0	0	0	0	4

SUGAR

REFINED CANE SUGAR

2062009	DOMINO SUGAR INDIVIDUAL SERVICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
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Granulated Cane Sugar

2062011	C & H SUGAR	0	733	0	0	0	0	294	0	1027
2062011	CANDI CANE SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	COLONIAL SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	DEAN'S SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	DIXIE CRYSTALS SUGAR	0	0	0	159	198	0	0	0	357

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C PRODUCT NAME		(IN THOUSANDS)					OF DOLLARS)			
Granulated Cane Sugar (continued)										
2062011	DOMING REFINED CANE SUGARS	0	87	147	503	25	0	28	0	790
2062011	EVERCANE SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	GODCHAUX BRAND SUGAR	0	0	0	4	0	0	0	0	4
2062011	G-H SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	HENDERSON SUPERFINE SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	IMPERIAL SUGAR	0	87	0	97	0	0	0	0	184
2062011	REVERE SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	SOUTHDOWN GRANULATED SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	SUCREST SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062011	SUPREME SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
Confectioner's Sugar										
2062030	AMERFOND FONDANT SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062030	BAKERFOND FONDANT SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062030	DIPAC SPECIALTY SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2062030	FRESHTEX HUMECTANT SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
Liquid Sugar										
2062053	SOUTHDOWN LIQUID SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
Invert Sugar										
2062056	MULOMOLINE INVERT SUGAR PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Cane Sugar										
2062075	MELLOWLEAF TOBACCO CURING SUGAR	0	0	0	0	0	0	0	6	6
REFINED BEET SUGAR										
Granulated Beet Sugar										
2063007	AMERICAN CRYSTAL SUGAR	0	0	0	0	0	0	7	58	65
2063007	GW SUGAR	0	0	0	95	0	0	245	0	340
2063007	HOLLY GRANULATED SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2063007	SPRECKELS REFINED BEET SUGARS	0	0	0	0	0	0	16	0	16
2063007	U & I SUGAR	0	67	0	0	0	0	0	0	67
2063007	UNION SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2063007	WHITE SATIN BROWN SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2063007	WHITE SATIN WHITE GRANULATED SUG	NA	NA	NA	NA	NA	NA	NA	NA	NA
Confectioner's Sugar										
2063033	WHITE SATIN POWDERED SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
Liquid Sugar										
2063050	HOLLY LIQUID SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2063050	WHITE SATIN LIQUID SUGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
Beet Sugar Byproducts										
2063080	HOLLY BY-PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
CONFECTIONERY PRODUCTS										
Candy, Unspecified										
2065000	ANNE PAGE CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065000	ARP CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065000	BOYER CANDIES	0	0	69	164	0	0	0	0	233

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER*	
S I C		(IN THOUSANDS)					OF DOLLARS)				
PRODUCT NAME											
Candy, Unspecified (continued)											
2065000	CARDINET CANDY	0	0	0	0	0	0	69	0	69	
2065000	CURTISS CANDY DIVISION	0	0	0	413	0	0	19	0	432	
2065000	EIGHT O'CLOCK CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065000	HERSHEY'S CANDIES	0	67	290	166	0	0	0	0	523	
2065000	JANE PARKER CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065000	JOHNSTON'S CHOCOLATE FLAVORED MO	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065000	JOHNSTON'S PEANUT BUTTER MORSELS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065000	KIT KAT CANDY	729	713	0	25	0	0	0	0	1467	
2065000	MARVEL CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065000	OUR OWN CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065000	REESE'S CANDIES	1068	216	0	0	0	402	0	0	1686	
2065000	STUCKEY'S CANDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065000	WHITMAN'S CANDIES	0	893	0	0	0	0	0	0	893	
2065000	YUKON CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
Candy Bars											
2065100	BABY RUTH CANDIES	111	951	0	0	0	129	0	0	1191	
2065100	BIT-O-HONEY CANDY	0	489	0	0	0	0	0	0	489	
2065100	BUTTERNUT CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	CHARLESTON CHEW CANDY BARS	0	122	0	0	0	0	0	0	122	
2065100	CHUCKLES CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	CHUNKY CANDY	202	476	0	0	0	0	0	0	678	
2065100	CLARK BAR	0	1	0	0	0	0	0	0	1	
2065100	FIGURINES DIET BAR	1983	217	83	0	0	104	38	0	2425	
2065100	FOREVER YOURS CANDY BAR	0	245	0	11	0	0	0	0	256	
2065100	GOOBERS & RAISINETS CANDY	0	346	0	0	0	0	0	0	346	
2065100	GRANNY GOOSE GOOSE BARS	0	3	0	0	0	0	0	0	3	
2065100	HERSHEY'S CANDY BARS	1075	426	0	0	0	410	0	0	1911	
2065100	HOLLYWOOD CANDY	0	49	0	0	0	0	0	0	113	
2065100	HOLY COW CANDY BAR	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	KING KUP PEANUT BUTTER CUPS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	MARATHON CANDY BAR	158	1068	0	0	0	0	0	0	1226	
2065100	MILK SHAKE CANDY BARS	0	20	0	0	0	0	0	0	20	
2065100	MILKY WAY CANDY BARS	1594	1	0	0	0	0	0	0	1595	
2065100	OH HENRY CANDY	138	478	0	0	0	0	0	0	616	
2065100	PAY DAY CANDY	0	34	0	0	0	0	0	0	34	
2065100	PEANUT MUNCH CANDY	0	242	0	0	0	0	0	0	242	
2065100	RALLY CANDY BARS	0	173	0	0	0	0	0	0	173	
2065100	REESE'S PEANUT BUTTER CUPS	0	0	0	0	0	0	183	0	183	
2065100	SHULA-KAI CANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	SMUGGLER CANDY BARS	0	116	0	0	0	0	0	0	116	
2065100	SNICKERS CANDY BAR	1024	531	0	0	0	0	0	0	1555	
2065100	SUGAR DADDY CANDY BAR	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	THREE MUSKETEERS CANDY	1354	944	0	0	0	0	0	0	2298	
2065100	U-NO CANDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	WAYNE GUN BARS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065100	ZERO CANDY BARS	0	28	0	0	0	0	0	0	28	
2065100	10-30 CANDY BARS	0	38	0	0	0	0	0	0	38	
Candy 5-cent and 10-cent Specialties											
2065200	AFTER 8 DINNER MINTS	0	7	0	0	0	0	0	0	7	
2065200	CHARMS CANDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2065200	LIFE SAVERS LOLLIPOPS	209	121	0	0	0	0	0	0	330	
2065200	POCKET COFFEE CANDY	0	6	0	0	0	0	0	0	6	

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS					OF DOLLARS)		-----	
Salted, Cooked Nuts										
2065811	BLUE PIRATE FILBERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	CHOICE PECANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	CRACKER JACK DRY ROASTED NUTS	0	1	0	0	0	0	0	0	1
2065811	DE LEON SHELLED PEANUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	FANCY PECANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	FELIX NUT & SNACK PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	FLAVOR HOUSE NUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	FUNSTEN NUT PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	KELLING NUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	KP PEANUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	PLANTERS CHOPPED PEANUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	PLANTERS DRY ROASTED NUTS	18	474	283	0	0	42	0	0	817
2065811	PLANTERS NUTS	0	284	302	70	0	856	2314	0	3826
2065811	PRIDE OF OREGON FILBERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	ROYAL HAWAIIAN MACADAMIA NUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	SKIPPY NUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	SULKY NUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065811	TOMS TOASTED PEANUTS	0	1	0	0	0	0	0	0	1
Cough Drops										
2065821	BEECH-NUT COUGH DROPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065821	HACKS COUGH TABLETS	0	94	0	0	0	0	0	0	94
2065821	HALLS COUGH DROPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065821	HALLS MENTHO-LYPTUS COUGH DROPS	1528	776	0	0	0	0	0	0	2304
2065821	PINE BROS COUGH DROPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065821	SMITH BROTHERS COUGH DROPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Nutmeats										
2065831	FISHER'S NUTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2065831	PLANTERS MULTI-PRODUCT ADVERTISI	0	12	0	0	0	0	0	0	12
Glaze and Candied Fruits										
2065870	PENNANT GLAZE FRUITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
CHOCOLATE AND COCOA PRODUCTS										
Cocoa Toppings										
2066152	JOHNSTON'S ICE CREAM TOPPINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Confectionery-Type Chocolate										
2066200	BARRICINI CHOCOLATES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2066200	ESPECIAL CANDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2066200	LOFT'S CHOCOLATES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2066200	RED TULIP CANDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Chocolate Bars										
2066230	BOZO CHOCOLATE BARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2066230	BUTTERFINGER CANDY BAR	111	897	0	0	0	133	0	0	1141
2066230	CAPTAIN KID CHOCOLATE BARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2066230	CHUNKY CHOCOLATE BAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2066230	COCONUT GROVE BARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2066230	HERSHEY'S CHOCOLATE BARS	0	0	0	0	0	0	369	0	369

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISEPS, 747 MADISON AVE., NEW YORK, NY

[illegible]

			NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
			(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME										
Cocoa Powder											
2066871	DEAN'S HOT CHOCOLATE DRINK MIX		NA	NA	NA	NA	NA	NA	NA	NA	NA
2066871	HERSHEY'S HOT COCOA MIX		0	83	0	11	0	0	0	0	94
2066871	HERSHEY'S INSTANT		NA	NA	NA	NA	NA	NA	NA	NA	NA
2066871	MILO CHOCOLATE DRINK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2066871	NESQUICK CHOCOLATE DRINK		NA	NA	NA	NA	NA	NA	NA	NA	NA
2066871	NESTLES COCOA MIX		1259	391	42	131	0	0	0	0	1823
2066871	NESTLES QUIK		1253	732	0	178	0	0	0	0	2163
2066871	NESTLES QUIK SHAKE MIXES		0	2	0	0	0	0	0	0	2
2066871	SALADA FUDGE MIX		0	4	0	0	0	0	0	0	4
2066871	SWISS MISS INSTANT COCOA MIX		159	1084	0	0	0	0	0	0	1243
Chocolate Syrup											
2066894	HERSHEY'S SYRUP		NA	NA	NA	NA	NA	NA	NA	NA	NA
CHEWING GUM											
Nondietetic Chewing Gum											
2067012	ADAMS SOUR GUMS GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	ARROWMINT SUGAR-COATED CHEWING G		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	BEECHIES CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	BEECH-NUT CHEWING GUM		665	990	0	0	0	0	0	0	1655
2067012	BUBBLE YUM BUBBLE GUM		0	21	0	0	0	0	0	0	21
2067012	CARE FREE CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	CERTS GUM		0	1	0	0	0	0	0	0	1
2067012	CHICLETS GUM		534	441	0	0	0	0	0	0	975
2067012	CHICLETS GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	CLARK'S GUM		0	49	0	0	0	0	0	0	49
2067012	CLORETS GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	DENTYNE GUM		3967	978	0	0	0	0	0	0	4945
2067012	DENTYNE GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	DULCE 16 SUGAR-COATED CHEWING GU		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	FRESHEN-UP GUM		0	315	0	0	0	0	44	0	359
2067012	FRESHEN-UP GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	FRUIT STRIPE CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	HOLLYWOOD CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	JUICY FRUIT SUGAR-COATED CHEWING		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	LIFE SAVERS CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	MALAGAR CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	MAPLE LEAF CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	PK SUGAR-COATED CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	WRIGLEY'S DOUBLEMINT CHEWING GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	WRIGLEY'S FREEDENT CHEWING GUM		0	3592	0	213	0	0	0	0	3805
2067012	WRIGLEY'S GUM		1784	19828	726	4054	0	871	4525	136	31924
2067012	WRIGLEY'S JUICY FRUIT CHEWING GU		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067012	WRIGLEY'S SPEARMINT CHEWING GUM		0	1817	0	0	0	0	0	0	1817
Dietetic Chewing Gum											
2067013	CARE FREE SUGARLESS BUBBLE GUM		3035	451	0	0	0	0	78	0	3564
2067013	CLARK'S SUGAR-FREE GUM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2067013	TRIDENT SUGARLESS GUM		3495	1749	44	0	0	1221	360	0	6869

[illegible]

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					(OF DOLLARS)			
Cooking Oils (continued)										
2079110	PUFF PASTRY SHORTENING	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079110	RED BAND SHORTENINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079110	SAL-FRYSHORTENING	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079110	SNOWDRIFT SHORTENING	0	1	0	0	0	0	0	0	1
2079110	SPRY SHORTENING	NA	NA	NA	NA	NA	NA	NA	NA	NA
Vegetable Cooking Oils										
2079112	CHEF-WAY OIL	0	116	0	0	0	0	0	0	116
2079112	CHEF-WAY SHORTENING	0	106	0	0	0	0	0	0	106
2079112	CHEF-WAY VEGETABLE OIL & SHORTEN	0	40	0	0	0	0	0	0	40
2079112	CRISCO VEGETABLE SHORTENING	3291	1551	0	21	15	0	0	0	4878
2079112	DIXIE SHORTENING	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079112	FRUIT D' OR' SUNFLOWER OIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079112	GOLDEN TOUCH COATING SPRAY	195	35	21	84	0	0	0	0	335
2079112	KRAFT SAFFLOWER OIL	0	0	447	137	0	0	5	0	589
2079112	MAZOLA NO-STICK DRY FRY	2488	1047	383	80	90	0	0	0	4088
2079112	PAM DRY FRY	3299	1465	80	39	0	0	157	0	5040
Cooking Fats										
2079118	KIMBO COOKING FAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cooking and Salad Oils										
2079160	SAL-FRYCOOKING OIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079163	NU-MADE OIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079167	CRISCO OIL	4128	1143	0	106	0	0	0	0	5377
2079167	DIXIE CORN OIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079167	DIXIE VEGETABLE OIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079167	FLEISCHMANN'S CORN OIL	0	2	0	0	0	0	0	0	2
2079167	MAZOLA CORN OIL	1150	2582	589	0	0	0	0	0	4321
2079167	PAN HANDY COATING SPRAY	0	5	0	0	0	0	0	0	5
2079167	PLANTERS PEANUT OIL	0	0	354	8	0	0	0	0	362
2079167	WESSON OIL	3980	1902	661	78	0	0	45	0	6666
Margarine										
2079201	ALLSWEET MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	AUTUMN MARGARINE	0	41	0	0	0	0	0	0	41
2079201	BLAYBOM MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	BLUE BONNET LIQUID MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	BLUE BONNET MARGARINES	2682	3241	47	149	0	0	297	0	6416
2079201	BLUE BONNET SPREAD IMITATION MAP	37	1597	0	148	0	0	0	0	1782
2079201	BLUE BRAND MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	CHIFFON MARGARINE	848	243	7	183	0	0	0	0	1261
2079201	DAIRY BELT MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	DANISH ROLL-IN MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	DIET FLEISCHMANN'S MARGARINE	0	0	13	0	0	0	0	0	13
2079201	DIET IMPERIAL IMITATION MARGARIN	0	0	42	13	0	0	0	0	55
2079201	DIXIE MARGARINE	0	0	0	3	0	0	0	0	3
2079201	EATMORE MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	ELLSWORTH BUTTERICH MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	EMPRESS MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
S I C		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER*
PRODUCT NAME		(IN THOUSANDS)					OF DOLLARS)		-----	
Margarine (continued)										
2079201	FLASH MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	FLEISCHMANN'S MARGARINES	2345	2335	372	80	0	0	1406	0	6538
2079201	FLEISCHMANN'S REGULAR MARGARINE	0	0	224	116	132	0	0	0	472
2079201	FLEISCHMANN'S SOFT & REGULAR MARG	0	0	28	42	0	0	0	0	70
2079201	FLEISCHMANN'S MARGARINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	FOUNTAIN MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	HILLDALE MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	HI-LO MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	HOLLYBROOK MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	IMPERIAL REGULAR MARGARINE	984	2015	0	168	0	0	76	0	3243
2079201	INDIAN MAID MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	KENWOOD MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	KRAFT MIRACLE REGULAR MARGARINE	0	672	0	14	0	0	0	0	606
2079201	KRAFT MIRACLE WHIPPED MARGARINE	0	0	46	116	86	0	0	0	248
2079201	KRAFT PARKAY MARGARINES	3792	1353	0	15	0	0	575	0	5735
2079201	KRAFT PARKAY REGULAR MARGARINE	0	0	56	81	0	0	0	0	137
2079201	KRAFT PARKAY SQUEEZE LIQUID MARG	0	0	290	68	100	0	0	0	458
2079201	KRAFT SOFT PARKAY MARGARINE	0	0	39	0	0	0	0	0	39
2079201	KROGER MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	LAKESHORE MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	LAND O LAKES MARGARINE	0	578	0	0	0	0	0	8	566
2079201	LIGHT BLEND IMPERIAL MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	MAZOLA MARGARINES	1264	1327	68	349	0	0	0	0	3008
2079201	MONARCH MARGARINE	0	27	0	0	0	0	0	0	27
2079201	MRS FILBERTS MARGARINES	0	70	0	48	126	0	0	2	246
2079201	MRS FILBERTS REGULAR MARGARINE	0	0	11	155	0	0	0	0	166
2079201	MRS FILBERTS SOFT MARGARINE	0	0	2	157	0	0	0	0	159
2079201	MRS FILBERTS SPREAD 25 MARGARINE	0	45	0	7	0	0	0	0	52
2079201	NUCOA MARGARINES	0	0	0	37	0	0	122	0	159
2079201	NUMA MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	PACE MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	PRAIRIE ROSE MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	PRIMAVERA MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	PROMISE MARGARINE	0	1285	125	160	0	0	0	0	1570
2079201	ROSE GROVE MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	SOFT SPREAD IMPERIAL MARGARINE	0	0	0	27	54	0	0	0	81
2079201	SUNNYBANK MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	SUNNYLAND MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	TASTEX MARGARINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2079201	TEKRAE PARK MARGARINE	NA	NA	NA	NA	NA	NA	NA	NA	NA

BEVERAGES

MALT BEVERAGES

2082000	ZYWIEC TATRA POLISH LAGER	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned and Bottled Beers										
2082100	CARLING BLACK LABEL BEER	0	1114	0	0	0	0	270	6	1390
2082110	ALTES BEER	0	12	0	0	0	0	45	0	57
2082110	A-1 BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082110	A-1 LITE PILSNER BEER	0	28	0	0	0	0	0	0	28

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 747 MADISON AVE., NEW YORK, NY

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER	
S I C		(IN THOUSANDS)					OF DOLLARS)				
PRODUCT NAME											
Canned and Bottled Beers (continued)											
2082110	CARLSBERG BEER	0	204	151	0	0	0	0	0	355	
2082110	HEIDELBERG BEER	0	0	0	0	0	0	441	23	464	
2082110	NATIONAL BEER	0	447	0	0	0	0	54	0	501	
2082110	NATIONAL BOHEMIAN BEER	0	6	0	0	0	0	0	0	6	
2082110	OLD VIENNA BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082110	STAG BEER	0	0	0	0	0	0	202	0	202	
2082110	TUBORG BEER	0	453	0	0	0	0	162	0	615	
2082114	ANDEKER OF AMERICA BEER	0	57	0	0	0	0	0	0	57	
2082114	ANHEUSER-BUSCH	0	0	0	59	0	0	0	0	59	
2082114	BALLANTINE BEER	0	244	0	0	0	0	214	0	458	
2082114	BIG CAT BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	BLATZ LIGHT BEER	0	1149	0	5	0	0	11	20	1185	
2082114	BUCKHORN BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	BUDWEISER BEER	5846	2014	958	157	401	756	3239	46	13417	
2082114	BURGERMEISTER BEER	0	1	0	0	0	0	0	0	1	
2082114	BURGIE BEER	0	63	0	0	0	0	0	0	63	
2082114	BUSCH BAVARIAN BEER	0	2433	0	118	0	0	3059	0	5610	
2082114	CARTA BLANCA BEER	0	0	0	0	0	0	37	0	37	
2082114	COORS BEER	0	724	120	0	0	0	1241	4	2089	
2082114	COUNTRY CLUB PREMIUM LIGHT BEER	0	0	0	0	0	0	267	0	267	
2082114	COUNTRY TAVERN BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	DREWRY'S BEER	0	0	0	0	0	0	0	5	5	
2082114	DUKE BEER	0	0	0	51	0	0	4	0	55	
2082114	EASTSIDE BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	FALSTAFF BEER	0	353	0	24	0	0	550	93	1020	
2082114	GABLINGERS BEER	0	294	0	0	0	0	93	0	387	
2082114	GOEBEL BEER	0	0	0	0	0	0	4	34	38	
2082114	GOEBEL BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	GOETZ BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	GRAIN BELT BEER	0	325	0	0	0	0	0	210	535	
2082114	GUNTHER BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	HAMM'S BEER	537	2192	0	0	0	0	662	151	3562	
2082114	HEILEMAN'S SPECIAL EXPORT BEER	0	25	0	26	0	0	0	0	51	
2082114	JACOB RUPPERT BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	JAX BEER	0	0	0	0	0	0	10	0	10	
2082114	JOHN COURAGE BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	KNICKERBOCKER BEER	0	81	0	0	0	0	171	0	252	
2082114	KODIAK BEER	0	0	0	0	0	0	20	0	20	
2082114	LITE BEER	0	0	0	322	0	0	2	0	324	
2082114	LOWENBRAU MUENCHEN BEER	0	32	9	0	0	0	48	0	89	
2082114	MALTA SCHAEFER BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	MEISTER BRAU BEER	0	1	0	0	0	0	0	0	1	
2082114	MEISTER BRAU LITE BEER	10316	1507	0	0	0	0	0	0	11823	
2082114	MICH VII BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	MICHELON BEER	3622	1707	910	28	0	490	538	30	7325	
2082114	MILLER HIGH LIFE BEER	5925	2906	116	0	0	0	217	38	9202	
2082114	MILWAUKEE'S BEST BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2082114	NARRAGANSETT BEER & ALE	0	91	0	0	0	0	105	0	196	
2082114	OLD MILWAUKEE BEER	7648	1133	0	168	0	0	210	0	9159	
2082114	OLD STYLE BEER	0	776	0	0	0	0	163	24	963	
2082114	OLYMPIA BEER	1062	1428	21	41	0	0	1062	163	3717	
2082114	PABST BLUE RIBBON BEER	5387	3227	13	31	0	0	851	112	9621	

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL * ADVER
		(IN THOUSANDS)					(OF DOLLARS)			
S I C PRODUCT NAME										
Canned and Bottled Beers (continued)										
2082114	PABST OLD TANKARD BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082114	PALE NEAR BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082114	PEARL BREWING GENERAL PROMOTION	82	0	0	49	0	0	0	0	131
2082114	PEARL LIGHT BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082114	PEARL PREMIUM BEER	0	264	0	0	0	0	142	16	422
2082114	PFEIFFER BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082114	PIELS BEER	123	207	0	0	0	0	139	0	469
2082114	PRIMO BEER	0	0	0	0	0	0	105	0	105
2082114	RED WHITE AND BLUE BEER	0	147	0	0	0	0	0	0	147
2082114	RED WHITE AND BLUE LITE BEER	0	1	0	0	0	0	0	0	1
2082114	RHEINGOLD BEER	132	805	0	124	0	0	103	0	1104
2082114	SCHAEFER BEER	982	1026	194	415	46	0	1161	15	3839
2082114	SCHLITZ BEER	10008	1714	29	190	0	0	2137	176	14254
2082114	SCHLITZ LIGHT BEER	0	438	0	0	0	0	0	0	438
2082114	SCHMIDT BEER	0	254	0	95	0	0	127	2	478
2082114	SCHMIDTS OF PHILADELPHIA BEER	118	2148	0	0	0	0	407	3	2676
2082114	ST PAULI GIRL GERMAN BEER	0	0	0	3	0	0	0	0	3
2082114	STERLING BEER	0	0	0	0	0	0	112	0	112
2082114	STROHS BEER	553	3301	0	54	0	0	1278	62	5248
2082114	TECATE BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082114	TEXAS PRIDE BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082114	WIEDEMANN BEER	0	66	0	0	0	0	47	8	121
Ales										
2082117	CARLING RED CAP ALE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082119	BALLANTINE ALE	0	134	0	0	0	0	0	0	134
2082119	BOHEMIA ALE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082119	CALGARY EXPORT ALE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082119	MILLER HIGH LIFE ALE	0	15	0	10	0	0	0	0	25
2082119	O'KEEFE ALE	0	0	0	0	0	0	2	0	2
Malt Liquors										
2082451	BUDWEISER MALT LIQUOR	0	3	0	0	0	0	0	0	3
2082451	CARLING BLACK LABEL MALT LIQUOR	0	19	0	0	0	0	0	0	19
2082451	COLT 45 MALT LIQUOR	2083	251	0	0	0	0	547	75	2956
2082451	COLT 45 MALT LIQUOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2082451	COUNTRY CLUB MALT LIQUOR	0	356	0	0	0	0	0	3	359
2082451	MALT DUCKMALT LIQUOR	0	124	0	0	0	0	43	0	167
2082451	MILLER HIGH LIFE MALT LIQUOR	26	3	0	0	0	0	0	0	29
2082451	SCHLITZ MALT LIQUOR	35	1978	0	0	0	0	450	0	2463
WINES AND BRANDY										
Wines, Unspecified										
2084000	ACHAIA CLAUSS WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	ALMADEN WINES	0	0	1291	0	11	0	0	0	1302
2084000	ANDEAN VINEYARDS WINES	0	0	2	0	0	0	0	0	2
2084000	ANHEUSER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	BAKOLO WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	BERINGER/LOS HERMANOS WINES	0	0	23	5	0	0	0	0	28
2084000	BERTOCCHINI LACRYMA CHRISTI WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	BISCARDO ITALIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA

S I C		PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS)				(OF DOLLARS)				
Wines, Unspecified (continued)											
2084000		BISLERI FERPO-CHINA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		BOLLA ITALIAN WINES	9	569	16	0	19	0	0	0	613
2084000		BON CARAFE WINES	0	0	0	0	0	0	0	4	4
2084000		BONFELS WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		BROWN-FOREMAN VARIOUS WINES	0	0	0	0	0	0	5	0	5
2084000		BURDONS SHERRIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CARLO ROSSI WINE	0	0	0	0	0	0	326	0	326
2084000		CARRILLON IMPORTERS LTD WINES	0	0	29	0	0	0	0	0	29
2084000		CELLA ITALIAN WINES	0	5	0	0	0	0	0	0	5
2084000		CHAPOUTIER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CHARBONNIER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CHATEAU OLIVIER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CHATEAU RAUSAN SEGLA WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CHATEAU ROC ST MICHEL WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CRUSE BORDEAUX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CRUSE BURGUNDY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CRUSE FRENCH WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CRUSE LAMBRUSCO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		CRUSE WINES	0	2	0	0	0	0	0	0	2
2084000		DELAFORCE PORTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		DOPFF WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		DUFF GORDON WINES	0	0	0	0	0	0	13	0	13
2084000		ESCHENAUER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		EXPORT-UNION WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		FLORIO WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		FOLONAKI ITALIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		FRANCESCO DRIOLI MARASCHINO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		FRANZ REH WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		FREDERICK WILDMAN & SONS, LIMITE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		FRESCOBALDI ITALIAN WINES	0	0	2	0	0	0	0	0	2
2084000		GALLO WINES	4874	947	1397	445	0	0	36	5	7704
2084000		GOLDEN OKTORER WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		HENRI MARCHANT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		JORDAN WINES	0	7	0	0	0	0	0	0	7
2084000		JOSEPH STEUBEN WINES	0	26	0	0	0	0	0	0	26
2084000		KING COTTON WINE	0	11	0	0	0	0	0	0	11
2084000		KORBEL TABLE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		LE PINARD FRENCH WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		LEIBCHEN WINE	0	47	0	0	0	0	0	0	47
2084000		LOTUS FLOWER WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		LOUIS BARRAULT LOIRE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		MARQUES DEL LAGER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		MARQUISAT WINE	0	157	0	0	0	0	0	0	157
2084000		MASI WINES	0	0	9	0	0	0	0	0	9
2084000		MD 20 20 WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		MOILLARD WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		MULLER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		MUNSON SHAW IMPORTED WINES	0	0	14	0	0	0	0	0	14
2084000		NICOLAOU WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		PECS MAGYAR RIESLING	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		PEDRO DOMECQ WINE	0	0	5	0	0	0	0	0	5
2084000		PERE ANSELEME RHONE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		PETITE FLEUR TABLE WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000		PETITS DOMAINES DE FRANCE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS					OF DOLLARS)			
PRODUCT NAME										
Wines, Unspecified (continued)										
2084000	PIERRE WOLFBERGER ALSACE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	POMMERY & GRENO CHAMPAGNE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	QUANCAO PORDEAUX WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	RALLO MARSALA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	REMY-PANNIER LOIKE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	REMY-PANNIER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	ROMANESQUE HUNGARIAN WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	ROSEGARDEN WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	SANDEMAN WINES	0	0	14	0	0	0	0	0	14
2084000	SOUVERAIN WINES	0	51	120	0	0	0	128	0	299
2084000	STEINGENBERGER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	TABARIN FRENCH WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	TEQUILA SAUZA SPIRIT OF MEXICO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	VOLTAIRE WINES	0	17	44	0	0	0	0	0	61
2084000	WEDDING VEIL WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	WINCAPNIS TONIC WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084000	WOLTNER FRERES WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA

Table Wines

2084010	ACKERMAN-LAURENCE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	ALEXIS LICHINE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	ANTINORI ITALIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	ATHENA GREEK WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	AUSTIN NICHOLS IMPORTED WINES	0	40	60	0	0	0	0	0	100
2084010	B & G WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	B & G WINES	0	0	137	0	22	0	0	0	139
2084010	BEAMEISTERS GERMAN WINES	0	0	25	16	0	0	0	1	42
2084010	BEAULIEU BV WINES	0	0	143	0	0	0	158	0	301
2084010	BERSANO ITALIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BERSANO ITALIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BERTANI WINES	0	0	56	0	0	0	0	0	56
2084010	BICHOT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BLACK TOWER WINES	0	0	5	0	0	0	0	0	5
2084010	BLACK TOWER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BODEGAS FRANCO-ESPAÑOLAS WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BOUCHARD PERE ET FILS BURGUNDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BROLIO ITALIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BROLIO ITALIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	BROOKSIDE WINES	0	4	0	0	0	0	12	0	16
2084010	CAMBAS WINES	0	0	36	54	0	0	0	0	90
2084010	CARTIER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CHANSON BURGUNDIES WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CHATEAU DE LA CHAIZE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CHATEAU DE LA CHAIZE WINES	0	0	20	0	0	0	0	0	20
2084010	CHATEAU FIGEAC WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CHATEAU & ESTATE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CHATEAU & ESTATE WINES	0	0	4	0	0	0	0	0	4
2084010	CHERRY ELSINORE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CHRISTIAN BROTHERS WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CHRISTIAN BROTHERS WINES	0	4	474	30	9	0	0	5	522
2084010	COLONY WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CONCHA Y TORO WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CONCHA Y TORO WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	CRUZ GARCIA SANGRIA WINE	0	63	0	0	0	0	320	0	383

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER*
S I C		(IN THOUSANDS					OF DOLLARS)		-----	
Table Wines (continued)										
2084010	CUPRAMONTANA WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	DEINHARD WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	DON OPICI WINES	0	0	0	0	0	0	0	19	19
2084010	DREYFUS ASHBY & CO INC IMPORTED	0	0	61	0	0	0	0	0	61
2084010	DUBONNET WINES	0	0	0	187	0	205	482	0	874
2084010	EGRI BIKAVEP WINE	0	0	2	0	0	0	0	0	2
2084010	FANFARON WINE	0	104	0	0	0	0	0	0	104
2084010	FONTANAFREDDA WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	FOXFIRE WINE	0	0	0	0	0	0	30	11	41
2084010	FRANK SCHOONMAKER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	FRANK SCHOONMAKER WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	FRANZ WEBER WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	FRATELLI LAMBRUSCO WINES	0	0	0	0	0	0	121	0	121
2084010	FROMM & SICHEL WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	FROMM & SICHEL WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	GAMBARELLI & DAVITO WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	GEYSER PEAK WINES	0	5	16	0	0	0	7	0	28
2084010	GOLD SEAL WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	GOLD SEAL WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	GRAND MARQUE WINES	0	13	94	0	0	0	134	0	241
2084010	GREAT NUN WINE	0	0	0	0	0	0	3	0	3
2084010	HARTLEY WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	HARVEY'S WINES	0	0	12	0	0	0	0	0	12
2084010	HENRI MARCHANT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	HMS FROST WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	HUNGARIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	INGLENOOK WINES	0	1762	32	0	0	0	0	0	1794
2084010	ITALIAN SWISS COLONY WINES	2060	977	0	0	0	0	0	0	3037
2084010	JACARE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	JACQUES WINES	0	22	0	0	0	0	0	0	22
2084010	JULIUS KAYSER GERMAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	JULIUS KAYSER GERMAN WINES	0	0	77	0	0	0	0	0	77
2084010	JULIUS WILE WINES	0	0	0	0	8	0	0	0	8
2084010	KIJABA WINES	0	0	394	0	0	0	0	0	394
2084010	KIJABA WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	KIKU MASAMUNE JAPANESE SAKE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	KIRSBERRY WINE	0	166	0	0	0	0	0	0	166
2084010	LANGLOIS-CHATEAU WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	LEACOCK MADEIRAS WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	LEON BEYER ALSATIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	LEON BEYER ALSATIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	LINDEMAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	LINI LAMBRUSCO WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	LINI LAMBRUSCO WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	MARDI GRAS WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	MARDI GRAS WINE	0	1	0	0	0	0	0	0	1
2084010	MATEUS WINE	263	1842	0	0	0	0	245	0	2350
2084010	MELINI CHIANTI	0	0	2	0	0	0	0	0	2
2084010	NAZDOROVYA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	NIKOLAI WINE	0	0	0	0	0	0	0	235	235
2084010	NIKOLAI WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	PAUL MASSON WINES	0	205	471	15	0	0	0	0	691
2084010	PAUL MASSON WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	PETRI WINE	0	7	0	0	0	0	27	0	34

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C		(IN THOUSANDS)					OF DOLLARS)		-----	
Table Wines (continued)										
2084010	PIAT WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	PRATS BORDEAUX WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	RAPHAEL WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	RED BARON WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	RICASOLI WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	RICASOLI WINES	0	0	5	0	0	0	0	0	5
2084010	RIVERA WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	ROBERTSON'S WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	SAMBUCA ORIGINALE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	SAMBUCA ORIGINALE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	SANTIER WINES	0	31	0	0	0	0	0	0	31
2084010	SIGLO WINES	0	0	41	0	14	0	0	0	55
2084010	SUMMIT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	TORRES SPANISH WINES	0	0	1	0	0	0	0	0	1
2084010	UNITED WINTERS WINES	0	0	0	0	0	0	0	9	9
2084010	VERRAZZANO WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	VINYA WINES	0	0	0	0	0	46	132	0	178
2084010	WEIBEL WINE	0	0	0	0	0	0	22	0	22
2084010	WILLIAMS & HUMBERT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	WILLM ALSATIAN WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084010	YOSEMITE ROAD WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
White Table Wines										
2084012	CHATEAU DE SANCERRE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084012	ESPIRIT WHITE WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084012	FAZI-BATTAGLIA WHITE WINE	0	64	0	0	0	0	0	0	64
2084012	JOUVET MACON VILLAGES BLANC WHIT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084012	LILY MARLENE LIEBFRAUMILCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084012	SAN MARTIN WHITE WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Red Table Wines										
2084014	ALBERT THIERRY BURGUNDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084014	BULLS BLOOD HUNGARIAN RED WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084014	CHATEAU BOUSCAUT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084014	CHATEAU LASCOMBES WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084014	JOUVET BEAUJOLAIS VILLAGES RED W	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084014	LES GRANDES CAVES DE ST. ROBIN B	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084014	PATERNINA SPANISH RIOJAS WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084014	SAN MARTIN RED WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Rosé Table Wines										
2084016	CHAPOTIER TAVEL RHONE ROSE WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084016	LAGOSTA ROSE WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084016	MISTALA ROSE WINE	0	506	0	0	0	0	0	83	649
2084016	NECTAROSE WINE	0	0	37	0	0	0	0	0	37
2084016	NECTAROSE WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084016	TROVADOR PORTUGUESE ROSE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Nongrape Wines										
2084019	SAN MARTIN FRUIT & BERRY WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Dessert Wines										
2084021	BORGES PORTO WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084021	MOGEN DAVID WINES	649	450	0	0	0	0	64	0	1183

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C PRODUCT NAME		(IN THOUSANDS)					OF DOLLARS)			
2084021	SAN MARTIN DESSERT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sparkling Wines										
2084031	ALMADEN CHAMPAGNES	0	0	48	0	0	0	0	0	48
2084031	ANDRE WINES	638	300	0	0	0	0	0	0	938
2084031	BOLLINGER CHAMPAGNES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	CONTRATTO ASTI WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	FRANZIA WINE & CHAMPAGNE	0	516	0	0	0	0	2	0	518
2084031	HEIDSIECK MONOPOLE FRENCH CHAMPA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	HEIDSIECK MONOPOLE FRENCH CHAMPA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	KORBEL CHAMPAGNE	279	0	0	0	0	0	0	0	279
2084031	KRUG CHAMPAGNE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	LANCERS WINE	2323	446	197	0	0	0	40	0	3006
2084031	LAURENT PERRIER CHAMPAGNE	0	0	28	0	0	0	0	0	28
2084031	MOUSSEC SPARKLING WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	MUMM'S CHAMPAGNE	0	0	6	0	26	0	0	0	32
2084031	MUMM'S CHAMPAGNE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	SAN MARTIN SPARKLING WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	VEUVE CLICQUOT FRENCH CHAMPAGNE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	VEUVE DU VERNAY SPARKLING WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084031	WEIBEL CHAMPAGNE	0	0	0	0	0	0	0	4	4
Vermouth										
2084041	BOISSIERE VERMOUTHS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084041	C & P FRENCH VERMOUTHS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084041	CAMPARI APERITIF	0	0	196	66	75	0	0	75	412
2084041	CONTRATTO ASTI VERMOUTH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084041	DUVAL FRENCH VERMOUTHS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084041	LEJON VERMOUTH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084041	NOILLY PRAT VERMOUTH	0	0	9	0	0	0	0	0	9
2084041	PUNT E MES APERITIF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084041	STOCK VERMOUTH	0	0	0	0	0	308	54	0	302
2084041	SUZE APERITIF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084041	TRIBUNO VERMOUTH	0	1	135	0	0	0	0	0	136
Other Specialty Wines										
2084043	ALMADEN SOLERA SHERRIES	0	0	149	0	0	0	0	0	149
2084043	ANNIE GREEN SPRINGS WINE	0	0	42	0	0	46	755	283	1126
2084043	BLACK BEAR POP WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084043	BOONES FARM WINES	0	764	0	0	0	0	487	0	1251
2084043	COCKBURN'S SPECIAL RESERVE PORT	0	14	0	0	0	0	31	0	45
2084043	COLD BEAR POP WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084043	CROFT DISTINCTION PORT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084043	CROFT ORIGINAL SHERRY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084043	DASILVA PORT WINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084043	DRY SACK SHERRY	0	1573	367	0	30	0	0	0	1970
2084043	ESPANGRIA SANGRIA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084043	HARVEY'S BRISTOL CREAM SHERRY	0	924	236	0	0	0	11	0	1171
2084043	HOLLAND HOUSE COOKING WINE	0	170	80	15	0	0	0	0	205
2084043	JUG POP WINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2084043	MADRIA-MADRIA SANGRIA	618	1246	0	0	0	5	10	0	1879
2084043	SANGROLE SANGRIA WINE	0	0	0	0	0	0	26	0	26
2084043	SPANADA WINE	0	0	134	287	0	0	0	0	421
2084043	T.J. SWANN WINE	0	450	0	0	0	0	629	53	1132

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*	
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER	
S I C		(IN THOUSANDS)						OF DOLLARS)		-----	
PRODUCT NAME											
2084043	YAGO SANT GRIA WINE	480	1705	0	23	0	0	549	0	2807	
Brandy and Cognac											
2084065	ALMADEN CENTENNIAL BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	ASBACH URALT BRANDY	0	0	37	62	17	0	0	0	116	
2084065	AUGIER FRERES COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	AUGIER FRERES COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	BARCLAY'S RARE OLD BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	BISQUIT CHAMPAGNE COGNAC	0	0	0	0	43	0	0	0	43	
2084065	BISQUIT CHAMPAGNE COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	BOLS BRANDIES	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	CAMUS COGNAC	0	0	35	0	0	0	0	0	35	
2084065	CHRISTIAN BROTHERS BRANDY	0	0	724	0	19	0	0	322	1065	
2084065	CHRISTIAN BROTHERS BRANDY	0	0	0	127	0	0	0	0	127	
2084065	COMANDON COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	CORONET BRANDY	0	0	363	416	0	0	0	15	794	
2084065	COURVOISIER COGNAC	0	0	524	0	0	0	0	0	524	
2084065	COURVOISIER COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	DEKUYPER FRUIT-FLAVOKED BRANDIES	0	0	0	150	0	0	0	0	150	
2084065	DELAMAIN COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	FELIPE II SPANISH BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	GASTON DE LAGRANGE COGNACS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	GOLD SEAL BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	GOLD SEAL BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	HINE COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	HIRAM WALKER'S BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	JACQUES CARDIN FRENCH BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	JACQUES CARDIN FRENCH BRANDY	0	0	0	4	0	0	0	0	4	
2084065	J.BAVET BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	KORBEL BRANDY	0	0	0	0	0	0	0	60	60	
2084065	LAIRD'S APPLE JACK	0	0	8	0	0	0	0	0	8	
2084065	LANCERS BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	MARNIER LAPOSTOLLE VSOP COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	MARTELL COGNAC BRANDY	0	0	56	0	0	0	0	0	56	
2084065	MONTESQUIOU ARMAGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	MONTGOMMERY CALVADOS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	MOUQUIN BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	OLD MR BOSTON BLACKBERRY FLAVORE	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	OLD MR BOSTON BRANDY	0	0	0	48	0	0	0	2	50	
2084065	OLD MR BOSTON FIVE STAR BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	OTARD COGNAC	0	0	12	0	0	0	0	0	12	
2084065	SALIGNAC BRANDY	0	0	2	0	0	0	0	0	2	
2084065	STOCK BRANDY	0	0	279	24	0	0	0	0	303	
2084065	TRIBUNE BRANDY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2084065	3 STAR COGNAC	NA	NA	NA	NA	NA	NA	NA	NA	NA	

DISTILLED LIQUOR

Bottled Liquors, Unspecified

2085300	BEAMERO LIQUORS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085300	CHI CHI LIQUORS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085300	DRURY'S LIQUORS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085300	FLEISCHMANN DISTILLING CORP LIQU	0	0	0	103	0	0	0	150	253
2085300	GILBEYS MULTI-PRODUCT ADVERTISIN	0	0	0	59	0	0	0	0	59

S I C		PRODUCT NAME	NETWK TV	SPOT TV	MAGAZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS OF DOLLARS)								
Bottled Liquors, Unspecified (continued)	2085300	MOHAWK LIQUORS	0	0	0	0	0	0	0	118	118
	2085300	NATIONAL DISTILLERS MULTI-PRODUC	0	0	0	46	0	0	0	0	46
	2085300	WHITE TAVERN SPIRITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Whiskey	2085310	ACADIEN CANADIAN WHISKY	0	0	0	40	0	0	0	0	40
	2085310	AMBASSADOR DELUXE SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	AMBASSADOR DELUXE SCOTCH WHISKY	0	0	0	92	0	0	0	0	92
	2085310	AMBASSADOR SCOTCH WHISKY	0	0	161	0	0	0	0	17	198
	2085310	ANCESTOR SCOTCH WHISKY	0	0	70	0	38	0	0	0	108
	2085310	ANCIENT AGE BOURBON WHISKY	0	0	168	574	0	0	0	403	1145
	2085310	ANTIQUE BOURBON WHISKEY	0	0	0	94	0	0	0	0	94
	2085310	ANTIQUE BOURBON WHISKEY	0	0	0	0	0	0	0	45	45
	2085310	BALLANTINES SCOTCH WHISKY	0	0	822	124	0	0	0	34	980
	2085310	BALLANTINE'S SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BALLANTINE'S SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BARCLAY'S BOURBON WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BARCLAY'S GOLD LABEL WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BARCLAY'S ROYAL CANADIAN WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BEAM WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BEAMS CHOICE BOURBON WHISKEY	0	0	69	44	0	0	0	0	113
	2085310	BEAMS MULTI PRODUCT ADVERTISING	0	0	142	0	0	0	0	0	142
	2085310	BELLOWS SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BELLS SCOTCH WHISKEY	0	0	119	57	0	0	0	0	176
	2085310	BICENTENNIAL DECANTER KENTUCKY S	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BLACK VELVET BLENDED CANADIAN WH	0	0	1363	506	0	0	0	2007	3876
	2085310	BLACK & WHITE SCOTCH WHISKY	0	0	944	228	0	0	0	457	1629
	2085310	BOURBON DE LUXE BOURBON WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	BUCHANAN'S SCOTCH WHISKY	0	0	15	0	0	0	0	0	15
	2085310	BUCHANAN'S SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	CABIN STILL BOURBON WHISKEY	0	0	37	15	0	0	0	65	117
	2085310	CALVERT EXTRA BLENDED WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	CALVERT EXTRA BLENDED WHISKEY	0	0	150	654	0	0	0	683	1487
	2085310	CANADA HOUSE CANADIAN WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	CANADIAN FREEZE IMPORTED CANADIA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	CANADIAN CLUB BLENDED WHISKY	0	0	3342	13	0	0	0	1385	4740
	2085310	CANADIAN CLUB WHISKY	0	0	0	1199	0	0	0	0	1199
	2085310	CANADIAN LORD CALVERT WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	CANADIAN LOPD CALVERT WHISKY	0	0	517	463	0	0	0	483	1463
	2085310	CANADIAN LTD WHISKEY	0	0	0	539	0	0	0	127	666
	2085310	CANADIAN MASTERPIECE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	CANADIAN MASTERPIECE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	CANADIAN R & R WHISKY	0	0	0	0	0	0	0	201	201
	2085310	CANADIAN RICH N RARE CANADIAN WH	0	0	0	186	0	0	0	0	186
	2085310	CANADIAN SPIRIT RYE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	CANADIAN MIST WHISKY	0	0	1813	1175	0	0	0	608	3596	
2085310	CANDIAN MIST WHISKY MAIL ORDER P	0	0	13	0	0	0	0	0	13	
2085310	CAPERCAILLE SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2085310	CARSTAIRS WHITE SEAL WHISKEY	0	0	0	0	0	0	0	1	1	
2085310	CARSTAIRS WHITE SEAL WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2085310	CATTO'S GOLD LABEL SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2085310	CHAMPION POURBON WHISKY	0	0	0	0	0	0	0	16	16	
2085310	CHAPIN & GORE BOURBON WHISKEY	0	0	0	0	0	0	0	52	52	
2085310	CHEQUERS SCOTCH	0	0	0	0	0	0	0	4	4	

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER*
		(IN THOUSANDS)					(OF DOLLARS)			
S I C	PRODUCT NAME									
Whiskey (continued)										
2085310	CHIVAS REGAL SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	CHIVAS REGAL SCOTCH WHISKY	?	0	2421	540	184	0	0	20	3165
2085310	CONTINENTAL'S CHARTER OAK BOURBO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	CORBY'S RESERVE WHISKEY	?	0	?	90	0	0	0	97	167
2085310	COUNTY FAIR BOURBON WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	CRAWFORD'S BLENDED SCOTCH WHISKY	?	0	0	64	?	0	0	39	163
2085310	DAVID NICHOLSON BOURBON WHISKEY	?	0	?	0	?	0	0	41	41
2085310	DAVISS COUNTY BOURBON	?	0	?	21	0	0	0	10	31
2085310	DESMOND & DUFF DELUXE 12 YEAR OL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	DESMOND & DUFF SCOTCH WHISKEY	?	?	?	13	?	0	0	0	13
2085310	DEWARS ANCESTOR SCOTCH	?	0	?	86	0	0	0	0	66
2085310	DEWARS BLENDED SCOTCH WHISKY	?	0	2809	934	87	0	0	1265	5095
2085310	EAGLE RARE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	EAGLE RARE WHISKY	?	0	?	91	0	0	0	0	91
2085310	EARLY TIMES BOURBON WHISKEY	?	0	1232	674	0	0	0	580	2466
2085310	ECHO SPRING BOURBON WHISKY	?	0	0	66	0	0	0	97	163
2085310	EMBASSY CLUB IMPORTED CANADIAN W	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	FLEISCHMANN'S PREFERRED WHISKEY	?	0	34	555	?	0	0	260	849
2085310	FOUR ROSES MULTI-PRODUCT ADVERTI	?	0	0	44	0	0	0	0	44
2085310	FOUR ROSES PREMIUM WHISKEY	?	0	276	20	54	0	0	330	680
2085310	FOUR ROSES PREMIUM WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	FOUR ROSES WHISKY	?	0	0	339	0	0	0	0	339
2085310	G & W PRIVATE STOCK BOURBON WHIS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	GALAXY WHISKEY	?	0	0	31	0	0	0	0	31
2085310	GALAXY WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	GEORGE DICKEL WHISKY	?	0	454	142	0	0	0	89	685
2085310	GLEN FLAGLER MALT WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	GLENLIVET SCOTCH WHISKY	?	0	53	0	52	0	0	0	105
2085310	GLENLIVET SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	GLEN-MAVIS SCOTCH WHISKY	?	0	?	2	?	0	0	0	2
2085310	GOLDEN VELVET WHISKY	?	0	0	17	0	0	0	13	30
2085310	GOODERHAM'S BONDED STOCK WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	GOODERHAM'S RICH & RARE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	GOODERHAM'S RICH & RARE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	GOVERNOR'S CLUB BLENDED WHISKY	?	0	0	91	0	0	0	0	91
2085310	GRAND MACNISH SCOTCH WHISKY	?	0	632	186	0	0	0	244	1062
2085310	GRANDE CANADIAN WHISKY	?	0	?	150	0	0	0	19	169
2085310	HALLER'S BLENDED WHISKY	?	0	?	216	0	0	0	0	216
2085310	HARWOOD CANADIAN WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HARWOOD CANADIAN WHISKY	?	0	109	406	?	0	0	126	641
2085310	HENRY MCKENNA BOURBON WHISKEY	?	0	52	0	0	0	0	0	52
2085310	HENRY MCKENNA BOURBON WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HIRAM WALKER'S GOLD CREST WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HIRAM WALKER'S SPECIAL CANADIAN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HIRAM WALKER'S SPECIAL OLD WHISK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HUDSON'S BAY CANADIAN WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HUDSON'S BAY CANADIAN WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HUDSON'S BAY SCOTCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	HUDSON'S BAY SCOTCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	IMPERIAL BLENDED WHISKEY	?	0	1114	123	0	0	0	584	1821
2085310	IMPERIAL WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	INVER HOUSE GREEN PLAID SCOTCH W	?	0	?	285	?	0	0	0	285
2085310	INVER HOUSE RED PLAID SCOTCH WHI	?	0	836	0	0	0	0	74	910
2085310	I.W.HARPER BOURBON WHISKY	?	0	822	93	0	0	0	244	1159

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					(OF DOLLARS)			
S I C	PRODUCT NAME									
Whiskey (continued)										
2085310	JACK DANIELS TENNESSEE WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	JACK DANIELS WHISKEY	0	0	1315	336	0	0	0	369	2020
2085310	JAMES FOXE CANADIAN WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	JAMES FOXE CANADIAN WHISKEY	0	0	44	149	0	0	0	228	421
2085310	JAMIE O8 SCOTCH WHISKY	0	0	0	0	0	0	0	123	123
2085310	JIM BEAM BOURBON WHISKEY	0	0	774	914	0	0	0	264	1952
2085310	JOHN BEGG SCOTCH	0	0	42	105	13	0	0	2	162
2085310	JOHN JAMESON IRISH WHISKEY	0	0	432	54	0	0	0	0	486
2085310	JOHN JAMESON IRISH WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	JOHNNIE WALKER BLACK LABEL SCOTC	0	0	2277	273	160	0	0	46	2756
2085310	JOHNNIE WALKER RED LABEL SCOTCH	0	0	2505	911	135	0	0	1259	4810
2085310	J&B SCOTCH WHISKY	0	0	3596	1423	114	0	0	1308	6441
2085310	J.W.DANT BOURBON WHISKY	0	0	0	32	0	0	0	87	119
2085310	J.W.DANT OLDE BOURBON WHISKY	0	0	0	3	0	0	0	13	16
2085310	J.W.DANT SCOTCH WHISKY	0	0	69	378	0	0	0	0	447
2085310	KESSLER BLENDED WHISKEY	0	0	172	514	0	0	0	829	1515
2085310	KESSLER BLENDED WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	KING GEORGE IV SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	KINGS RANSOM WHISKY	0	0	0	0	0	0	0	8	8
2085310	KINSEY BLENDED WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	LANGS SCOTCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	LAUDER'S SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	LAUDER'S SCOTCH WHISKY	0	0	383	385	0	0	0	411	1179
2085310	LOGAN DELUXE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	LOGAN DELUXE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	MACARTHERS SCOTCH WHISKY	0	0	0	103	0	0	0	0	103
2085310	MACNAUGHTON CANADIAN WHISKY	0	0	297	436	0	0	0	250	983
2085310	MACNISH V L WHISKY	0	0	0	0	0	0	0	24	24
2085310	MARTIN'S VVO SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	MATTINGLY & MOORE BOURBON WHISKE	0	0	0	0	0	0	0	6	6
2085310	MATTINGLY & MOORE BOURBON WHISKE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	MCMASTERS CANADIAN WHISKY	0	0	0	4	0	0	0	121	125
2085310	MCMASTERS SCOTCH WHISKY	0	0	0	22	0	0	0	2	24
2085310	MCMASTERS WHISKEY	0	0	0	214	0	0	0	0	214
2085310	MELROSE RARE BLENDED WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	MURPHY'S IRISH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	OLD GUSHMILLS IRISH WHISKEY	0	0	335	0	0	0	0	0	335
2085310	OLD CHARTER BOURBON WHISKY	0	0	319	167	0	0	0	512	998
2085310	OLD CHAUNCEY WHISKY	0	0	0	0	0	0	0	1	1
2085310	OLD CROW BOURBON WHISKEY	0	0	78	318	0	0	0	320	716
2085310	OLD FITZGERALD BOURBON WHISKEY	0	0	385	54	0	0	0	116	555
2085310	OLD FORESTOR BOURBON WHISKY	0	0	563	0	68	0	0	288	916
2085310	OLD GRAND-DAD BOURBON WHISKEY	0	0	1827	509	1	0	0	394	2731
2085310	OLD HICKORY 10 YEARS OLD BOURBON	0	0	0	13	0	0	0	0	13
2085310	OLD HICKORY 6 YEARS OLD BOURBON	0	0	61	0	0	0	0	0	61
2085310	OLD KENTUCKY TAVERN BOURBON WHIS	0	0	36	0	0	0	0	43	79
2085310	OLD MEDLEY SOUR MASH STRAIGHT BO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	OLD MR BOSTON BOURBON WHISKEY	0	0	0	25	0	0	0	22	47
2085310	OLD MR BOSTON CANADIAN WHISKEY	0	0	0	3	0	0	0	0	3
2085310	OLD MR BOSTON MARTINI COCKTAIL	0	0	0	3	0	0	0	0	3
2085310	OLD SMUGGLER SCOTCH WHISKY	0	0	91	180	0	0	0	76	347
2085310	OLD TAYLOR BOURBON WHISKEY	0	0	374	58	0	0	0	64	496
2085310	OLD THOMPSON BLENDED WHISKEY	0	0	0	0	0	0	0	151	151
2085310	OLD W L WELLER BOURBON WHISKEY	0	0	49	50	0	0	0	65	164

Whiskey (continued)

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										
2085310	PADDINGTON OF CANADA CANADIAN WH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	PADDY IRISH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	PARK & TILFORD BLENDED WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	PASSPORT SCOTCH WHISKY	0	0	603	645	0	0	0	478	1726
2085310	PASSPORT SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	PAUL JONES WHISKY	0	0	0	31	0	0	0	0	31
2085310	PAUL JONES WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	PETER DAWSON SCOTCH WHISKY	0	0	0	54	0	0	0	159	213
2085310	PHILADELPHIA BLENDED WHISKY	0	0	65	73	0	0	0	0	138
2085310	PINWINNIE ROYALE SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	PM BLENDED WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	REBEL YELL BOURBON WHISKEY	0	0	64	0	0	0	0	9	73
2085310	RED SATIN BLENDED WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	RITTENHOUSE RYE WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	ROYAL AGES SCOTCH WHISKY	0	0	38	0	0	0	0	0	38
2085310	ROYAL CANADIAN WHISKY	0	0	0	247	0	0	0	316	563
2085310	ROYAL SALUTE SCOTCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	ROYAL SALUTE SCOTCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SCHENLEY MULTIPRODUCT ADVERTISIN	0	0	44	472	0	0	0	20	536
2085310	SCHENLEY O F C CANADIAN WHISKY	0	0	333	723	0	0	0	140	1196
2085310	SCHENLEY RESERVE WHISKY	0	0	29	529	0	0	0	135	693
2085310	SEAGRAMS CO LTD INSTITUTIONAL	0	0	0	366	0	0	0	0	366
2085310	SEAGRAM'S BENCHMARK BOURBON WHIS	0	0	541	237	0	0	0	183	961
2085310	SEAGRAM'S BENCHMARK BOURBON WHIS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SEAGRAM'S CROWN ROYAL WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SEAGRAM'S CROWN ROYAL WHISKY	0	0	1172	518	77	0	0	12	1779
2085310	SEAGRAM'S V O CANADIAN WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SEAGRAM'S V O CANADIAN WHISKY	0	0	1840	1508	0	0	0	1536	4884
2085310	SEAGRAM'S 7 CROWN WHISKEY	0	0	1768	287	0	0	0	1800	3875
2085310	SEAGRAM'S 7 CROWN WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SEAGRAM'S 7 CROWN WHISKEY & 7 UP	0	0	408	0	17	0	0	13	438
2085310	SEAGRAM'S 7 CROWN WHISKEY & 7 UP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SKY LARK BLENDED WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SOMETHING SPECIAL WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SOMETHING SPECIAL WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	SPEY ROYAL WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	STITZEL-WELLER'S CANADA DRY BOUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	STRATHCONON SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	TEN HIGH BOURBON WHISKEY	0	0	569	490	0	0	0	44	1103
2085310	THE FAMOUS GROUSE SCOTCH WHISKY	0	0	241	0	100	0	0	0	341
2085310	THORNE'S 12 SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	THREE FATHERS BLENDED WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	TULLAMORE DEW BLENDED IRISH WHIS	0	0	38	73	0	0	0	0	111
2085310	USHERS GREEN STRIPE SCOTCH WHISK	0	0	769	0	0	0	0	68	837
2085310	VAT 69 SCOTCH WHISKY	0	0	554	671	0	0	0	0	1225
2085310	WALKER'S DELUXE BOURBON WHISKEY	0	0	964	493	0	0	0	69	1526
2085310	WHITE HORSE SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	WHITE HORSE SCOTCH WHISKY	0	0	347	105	25	0	0	154	631
2085310	WILD TURKEY BOURBON WHISKEY	0	0	1313	905	29	0	0	279	2426
2085310	WILLIAM PENN WHISKY	0	0	0	35	0	0	0	0	35
2085310	WILSON WHISKY	0	0	0	14	0	0	0	0	14
2085310	WILSON WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085310	WINDSOR SUPREME CANADIAN WHISKY	0	0	1311	1264	0	0	0	954	3529
2085310	YELLOWSTONE BOURBON WHISKEY	0	0	5	0	0	0	0	105	110

	S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL * ADVER *
			(IN THOUSANDS)			OF DOLLARS)					
Whiskey {continued}											
	2085310	170 PIPERS BLENDED SCOTCH WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	190 PIPERS BLENDED SCOTCH WHISKY	0	0	748	171	0	0	0	97	1016
	2085310	1776 BY SEAGRAM PREMIUM WHISKEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085310	1776 BY SEAGRAM PREMIUM WHISKEY	0	0	335	0	0	0	0	0	335
	2085310	1877 BLENDED WHISKY	NA	NA	NA	NA	NA	NA	NA	NA	NA
Gin											
	2085321	PALLANTINE'S GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	BARCLAY'S GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	BOMBAY GIN	0	0	0	175	45	0	0	0	220
	2085321	BOODLES BRITISH GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	BOODLES BRITISH GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	BOOTH'S HIGH & DRY GIN	0	0	206	88	9	0	0	0	303
	2085321	BOOTH'S HOUSE OF LORDS GIN	0	0	32	0	0	0	0	0	32
	2085321	BRIGADIER GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	DIXIE BELLE GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	DOORNKAAT GIN	0	0	3	0	0	0	0	0	3
	2085321	FLEISCHMANN'S GIN	0	0	12	372	0	0	0	119	503
	2085321	G & W EXTRA DRY GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	GILBEY'S GIN	0	0	1816	36	35	0	0	590	2477
	2085321	GLENMORE GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	GOLDSTREAM GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	GOVERNOR'S CLUB GIN	0	0	0	2	0	0	0	0	2
	2085321	HALLER'S GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	HIRAM WALKER'S CRYSTAL GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	KINSEY GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	LLOYD'S IMPORTED ENGLISH GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	MILSHIRE GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	MR BOSTON'S GIN	0	0	0	20	0	0	0	0	20
	2085321	PIHMS NO 1 CUP GIN	0	0	0	0	0	0	0	89	89
	2085321	PLYMOUTH GIN	0	0	109	35	0	0	0	0	144
	2085321	SCHENLEY GIN & VODKA	0	0	0	59	0	0	0	106	165
	2085321	SEAGERS GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	SEAGRAM'S EXTRA DRY GIN	0	0	1018	218	0	0	0	307	1543
	2085321	SEAGRAM'S EXTRA DRY GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	SEAGRAM'S EXTRA DRY GIN & SCHWEP	0	0	0	0	0	0	0	5	5
	2085321	SEAGRAM'S EXTRA DRY GIN & SCHWEP	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	SIR ROBERT BURNETT'S GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	SIR ROBERT BURNETT'S GIN	0	0	266	0	12	0	0	6	284
	2085321	STITZEL-WELLER'S CANADA DRY GIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085321	TANGUERAY LONDON GIN	0	0	1436	249	51	0	0	187	1923
Liquors and Cordials											
	2085325	AMARETTO DI AMORE LIQUEUR	0	0	7	29	0	0	0	0	36
	2085325	AMARETTO DI SARONNO LIQUEUR	0	0	629	0	0	0	0	0	629

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)			
Liquers (continued)										
2085325	CHATEAU LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	CHERI-SUISSE LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	CHERI-SUISSE LIQUEUR	0	0	52	0	13	0	0	0	65
2085325	CHERRY MARNIER LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	CHIVAS LOCHAN ORA LIQUEUR	0	0	0	0	6	0	0	0	6
2085325	CHIVAS LOCHAN ORA LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	CHOCOCO LIQUER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	COINTREAU LIQUEUR	0	0	0	453	0	0	0	0	453
2085325	CUARENTA Y TRES LIQUEURS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	CUSENIER CORDIALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	DE KUYPER CREME DE MENTHE	0	0	0	90	0	0	0	0	90
2085325	DE KUYPER SLOE GIN	0	0	0	37	0	0	0	0	37
2085325	DEKUYPER CORDIALS	0	0	0	52	0	0	0	0	52
2085325	DICUPERA AMARETTO LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	DRAMBUIE LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	DRAMBUIE LIQUEUR	0	0	642	114	9	0	0	0	765
2085325	DU BOUCHETT CORDIALS	0	0	162	20	0	0	0	118	300
2085325	DUCHALET CORDIALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	GALLIANO LIQUEUR	0	0	571	13	0	0	0	0	584
2085325	GALLWEYS LIQUEUR	0	0	14	0	0	0	0	0	14
2085325	GARNIER LIQUEURS	0	0	5	0	0	0	0	0	5
2085325	GLAYVA LIQUEUR	0	0	9	0	0	0	0	0	9
2085325	GRAND MARNIER LIQUEUR	0	0	923	0	57	0	0	0	980
2085325	HEREFORDS COWS LIQUEURS	0	0	225	0	0	0	0	244	469
2085325	HIRAM WALKER'S CORDIALS	0	0	848	0	0	0	0	0	848
2085325	HIRAM WALKER'S LIQUEURS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	IRISH MIST LIQUEUR	0	0	353	0	31	0	0	0	384
2085325	KAHLUA LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	KAHLUA LIQUEUR	0	0	574	0	0	0	0	131	705
2085325	KIA-ORA FRUIT JUICE CORDIALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	LEROUX CORDIALS & LIQUEURS	0	0	251	0	0	0	0	0	251
2085325	LEROUX CORDIALS & LIQUEURS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	LILLET LIQUEURS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	MANDARINE NAPOLEON	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	METAXA LIQUEUR	0	0	0	0	0	0	0	5	5
2085325	OLD MR BOSTON CREME DE MENTHE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	PASHA TURKISH COFFEE LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	PASHA TURKISH COFFEE LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	PERNOD LIQUEUR	0	0	113	0	12	0	0	0	125
2085325	PETER HEERING LIQUEUR	0	0	152	43	10	0	0	0	205
2085325	PETER HEERING LIQUEURS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	PIPPERMINT GET LIQUEUR	0	0	2	0	12	0	0	0	14
2085325	SABRA LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	SABRA LIQUEUR	0	0	20	0	23	0	0	0	43
2085325	SAMALA COFFEE LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	STREGA LIQUORE	0	0	140	0	0	0	0	0	140
2085325	TAVA LIQUEUR	0	0	39	0	0	0	0	0	39
2085325	TIA MARIA LIQUEUR	0	0	348	0	0	0	0	0	348
2085325	TUACA LIQUEUR	0	0	152	0	0	0	0	0	152
2085325	TUACA LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	VANDERMINT LIQUEUR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2085325	VANDERMINT LIQUEUR	0	0	112	0	21	0	0	0	133
2085325	VIEILLE CURE LIQUEUR	0	0	23	0	0	0	0	0	23
2085325	YUKON JACK CANADIAN LIQUEUR	0	0	348	268	0	0	0	223	839

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C		(IN THOUSANDS					OF DOLLARS)			
Cocktails, Premixed										
	2085327	CALVERT COCKTAILS	0	0	0	106	0	0	13	119
	2085327	DUET CANNED COCKTAILS	NA	NA	NA	NA	NA	NA	NA	NA
	2085327	HEUBLEIN CLUB COCKTAILS	0	0	913	14	0	0	127	1054
	2085327	HEUBLEIN COCKTAILS	0	0	521	176	33	0	107	837
	2085327	MARGARITA COCKTAILS	NA	NA	NA	NA	NA	NA	NA	NA
	2085327	OLD MR BOSTON SNOWSHAKE COCKTAIL	0	0	0	21	0	0	0	21
	2085327	PARTY TYME COCKTAILS	0	0	0	0	0	0	13	13
	2085327	PARTY TYME COCKTAILS	NA	NA	NA	NA	NA	NA	NA	NA
	2085327	PINA COLADA COCKTAILS	NA	NA	NA	NA	NA	NA	NA	NA
	2085327	THE CLUB COCKTAILS	0	0	14	0	0	0	0	14
Vodka										
	2085333	ALBERTA VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	ARROW VODKA	0	0	0	0	0	0	2	2
	2085333	BARCLAY'S VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	BOLSHOI VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	BOLSHOI VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	CROWN RUSSE VODKA	0	0	0	0	0	0	131	131
	2085333	CROWN RUSSE VODKA	0	0	0	14	0	0	0	14
	2085333	DARK EYES VODKA	0	0	0	0	0	0	18	18
	2085333	FLEISCHMANN'S VODKA	0	0	0	293	0	0	93	386
	2085333	GILBEY'S VODKA	0	0	81	31	0	0	255	367
	2085333	GLENMORE VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	GOVERNOR'S CLUB VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	HALLER'S VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	HIRAM WALKER'S CRYSTAL VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	HIRAM WALKER'S CRYSTAL VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	KAMCHATKA VODKA	0	0	0	0	0	0	226	226
	2085333	KULOV VODKA	0	0	0	0	0	0	19	19
	2085333	MASQUEE IMPORTED VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	MOSKOVSKAYA VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	MR BOSTON'S VODKA	0	0	0	40	0	0	0	40
	2085333	OSTROVA VODKA	0	0	0	0	0	0	29	29
	2085333	POPOV VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	POPOV VODKA	0	0	0	255	0	0	116	371
	2085333	RELSKA VODKA	0	0	0	37	0	0	164	201
	2085333	ROMANOFF VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	SAMOVAR VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	SKOL VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	SKOL VODKA	0	0	0	8	0	0	0	8
	2085333	SMIRNOFF SILVER VODKA	0	0	1171	0	48	0	126	1345
	2085333	SMIRNOFF VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	SMIRNOFF VODKA	0	0	2202	1158	0	0	1070	4430
	2085333	STITZEL-WELLER'S CANADA DRY VODK	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	STOLICHNAYA VODKA	0	0	348	0	76	0	88	512
	2085333	STOLICHNAYA VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	WOLFSCHMIDT VODKA	NA	NA	NA	NA	NA	NA	NA	NA
	2085333	WOLFSCHMIDT VODKA	0	0	694	100	11	0	375	1180
Rum										
	2085337	DEMERARA RUM	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	DON G PUERTO RICAN RUM	0	0	265	0	0	0	0	265

			NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
							(IN THOUSANDS	OF DOLLARS)			
Rum (continued)	S I C	PRODUCT NAME									
	2085337	GILBEY'S RUM	0	0	0	3	0	0	0	1	4
	2085337	GLENMORE RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	GRANADO PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	GRANADO PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	LA CONGA RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	LEMON HART JAMAICA RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	LIBRE RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	MARACA RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	MOUNT GAY RUM	0	0	3	0	0	0	0	0	3
	2085337	MR BOSTON'S RUM	0	0	0	8	0	0	0	0	8
	2085337	MYERS JAMAICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	MYERS JAMAICAN RUM	0	0	120	0	25	0	0	0	145
	2085337	OLD ST CROIX RUM	0	0	97	0	13	0	0	0	110
	2085337	PALO VIEJO PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	PALO VIEJO PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	PEDRO'S RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	RON CAKIOCA PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	RON LLAVE PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	RON LLAVE PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	RONRICO PUERTO RICAN RUM	0	0	253	79	0	0	0	1250	1502
	2085337	RONRICO PUERTO RICAN RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	RUMDINGER RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	RUMDINGER RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	SEVILLA RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	SIEGERIS BOUQUET TRINIDAD RUM	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	TRIGO WHITE & GOLD RUMS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085337	VIRGIN ISLANDS RUM	0	0	263	18	0	0	0	3	264
Other Bottled Liquors											
	2085339	AALBORG AKVAVIT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	AALBORG AKVAVIT	0	0	16	0	0	0	0	0	16
	2085339	ACHAIA CLAUS OZO	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	ARAK RAZZOUK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	ARANDAS TEQUILA	0	0	49	0	0	0	0	107	156
	2085339	CLUB RAKI	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	CUERVO ESPECIAL TEQUILA	0	0	152	0	0	0	0	0	152
	2085339	EL CHARRO TEQUILA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	EL CHARRO TEQUILA	0	0	0	0	0	0	0	52	52
	2085339	GAVILAN TEQUILA	0	0	68	0	8	0	0	0	96
	2085339	JOSE CUERVO TEQUILA	0	0	508	0	0	0	0	502	1090
	2085339	MATADOR TEQUILA	0	0	0	0	0	0	0	25	25
	2085339	METAXA OZO	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	NUMERO UNO TEQUILA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	OLD MR BOSTON TEQUILA	0	0	0	7	0	0	0	0	7
	2085339	OLE TEQUILA	0	0	106	76	0	0	0	67	329
	2085339	OLMECA TEQUILA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	OLMECA TEQUILA	0	0	1	73	0	0	0	29	103
	2085339	PEPE LOPEZ TEQUILA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2085339	SAUZA TEQUILA	0	0	159	132	0	0	0	262	553

SOFT DRINKS

2086000	CANADA DRY BEVERAGES	0	0	0	165	0	0	0	0	105
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		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C		(IN THOUSANDS)					OF DOLLARS)			
Soft Drinks (continued)										
2086000	DR. PEPPER BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086000	GOLD MEDAL BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086000	PEPSI-COLA BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086000	ROYAL CROWN BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086000	SCHWEPPES BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086000	TIGER RED BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086000	7UP BEVERAGE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bottled and Canned Soft Drinks										
2086020	AMERICAN NATIONAL BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	BLUE BOY CARBONATED BEVERAGES RE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	BUBBLE UP BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	BUBBLE UP CARBONATED SOFT DRINK	0	648	0	37	0	0	16	17	718
2086020	CLICQUOT CLUB BEVERAGES	0	0	0	0	0	0	2	0	2
2086020	COTT BEVERAGES	0	242	0	15	0	0	294	1	552
2086020	DADS ROOT BEER	0	252	0	62	0	0	26	5	345
2086020	DIAMOND HEAD SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	DR. PEPPER SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	ENERGADE BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	FANTA BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	FANTA FLAVORS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	HOLIDAY BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	LYONS SOFT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	MER SOFT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	MISSION BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	MR PIBB BEVERAGE	0	1240	0	41	0	0	300	57	1698
2086020	NEHI FLAVORED DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	NEHI FRUIT FLAVOR BEVERAGES	0	596	0	0	0	0	0	0	596
2086020	ORANGE CRUSH SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	PAR-T-PAK SOFT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	PATIO SOFT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	PEPSI-COLA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	RAINTREE BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	REBEL BEVERAGE	0	1	0	0	0	0	0	0	1
2086020	REGENT BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	ROYAL CROWN BEVERAGES MULTIPRODU	3807	6281	0	0	0	0	0	0	10088
2086020	ROYAL PALM BEVERAGES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	WELCH'S SPARKLING GRAPE SODA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086020	7 UP SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cola-flavored Soft Drinks										
2086021	COCA COLA	7961	11333	109	967	0	0	4858	889	26117
2086021	COCA-COLA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086021	COCA-COLA SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086021	COCA-COLA SOFT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086021	COKE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086021	COKE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086021	DOUBLE COLA	0	0	0	0	0	0	0	3	3
2086021	PEPSI-COLA	2915	11652	25	503	0	0	3800	256	19151
2086021	RC COLA	0	0	0	22	0	0	0	0	22
2086021	RC COLA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086021	ROYAL CROWN COLA	0	0	0	0	0	0	555	486	1041
2086021	ROYAL CROWN RC COLA	0	0	0	0	0	0	555	0	555

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWS- SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										
Orange-flavored Soft Drinks										
2086022	C PLUS ORANGE BEVERAGE	0	13	0	0	0	0	0	0	13
2086022	FANTA BEVERAGES	0	74	0	0	0	0	3	0	77
2086022	MIRINDA ORANGE FLAVORED DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086022	ORANGE SPOT CARBONATED ORANGE DR	0	168	0	0	0	0	0	0	168
Lemon-flavored Soft Drinks										
2086023	MOUNTAIN DEW BEVERAGE	0	2576	0	38	0	0	347	1	2962
2086023	SPRITE BEVERAGE	0	2598	0	0	0	0	306	17	2921
2086023	SPRITE BEVERAGE	0	0	0	26	0	0	0	0	26
2086023	SPRITE SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086023	SQUIRT BEVERAGE	0	0	0	31	0	0	51	0	82
2086023	TEEM BEVERAGE	0	61	0	0	0	0	18	0	79
2086023	UPPER 10 SODA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086023	7UP BEVERAGE	462	7985	19	208	0	0	1135	1414	11223
Root Beer and Ginger Ale										
2086024	A & W ROOT BEER	0	1333	0	91	36	0	0	5	1465
2086024	BARRELHEAD ROOT BEER	0	1308	0	49	0	0	148	5	1510
2086024	BARRELHEAD ROOT BEER	0	0	0	0	0	0	148	0	148
2086024	CANADA DRY GINGER ALE	0	0	149	0	0	0	141	49	339
2086024	CANADA DRY GINGER ALE	0	0	0	0	0	0	141	0	141
2086024	FROSTIE ROOT BEER	0	0	0	0	0	0	14	0	14
2086024	MASONS ROOT BEER	0	48	0	0	0	0	0	8	56
2086024	RUMBLES GINGER ALE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086024	SANTIBA GINGER ALE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Grape Sodas										
2086026	WELCH'S SPARKLING GRAPE SODA	0	0	0	0	0	0	7	0	7
2086026	WELCH'S SPARKLING GRAPE SODA	0	626	0	19	0	0	7	0	652
Other Carbonated Soft Drinks										
2086027	CANADA DRY BEVERAGES	3325	1195	152	0	0	0	508	61	5241
2086027	CANADA DRY CLUB SODA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	CANADA DRY COLLINS MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	CANADA DRY MIXERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	CANADA DRY TONIC WATER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	CANADA DRY VARIOUS MIXERS	0	0	0	0	0	0	505	0	505
2086027	DR PEPPER SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	DR PEPPER SOFT DRINK	1283	3445	43	0	0	0	1274	187	6232
2086027	DR. PEPPER SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	DR. PEPPER SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	FRESCA SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	FRESCA SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	GATORADE CARBONATED DRINK	0	22	0	0	0	0	0	0	22
2086027	MR. PIBB SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	RUMBLES CLUB SODA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	RUMBLES TONIC WATER	0	0	49	0	5	0	0	0	54
2086027	SANTIBA CLUB SODA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	SANTIBA ISLAND MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	SANTIBA QUININA WATER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086027	SHASTA SOFT DRINKS	1157	281	0	268	0	0	28	0	1734

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
S I C PRODUCT NAME		(IN THOUSANDS)				OF DOLLARS)				
Low Calorie Soft Drinks, Kola Flavored										
2086028	COCA COLA CO SUGAR FREE BEVERAGE	0	2	0	18	0	0	0	0	20
2086028	DIET PEPSI-COLA	1168	2497	0	110	0	0	703	8	4486
2086028	DIET RITE COLA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086028	DIET RITE COLA	0	3383	0	29	0	0	47	6	3465
2086028	DIET-RITE COLA	0	0	0	0	0	0	47	0	47
2086028	DR PEPPER DIET	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086028	PEPSI LIGHT DIET SODA	0	917	0	17	0	0	0	1	935
2086028	ROYAL CROWN DIET SODA	0	109	0	0	0	0	0	0	109
2086028	TAB LOW CALORIE BEVERAGES	2157	4186	20	0	114	0	267	19	6763
2086028	TAB LOW CALORIE SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086028	TAB LOW CALORIE SOFT DRINK	0	0	0	83	0	0	0	0	83
2086028	TAB LOW CALORIE SOFT DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
Low Calorie Soft Drinks, Other Flavors										
2086029	A & W SUGAR FREE BEVERAGE	0	52	0	0	0	0	0	0	52
2086029	BLUE BOY CARBONATED BEVERAGES DI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086029	CANADA DRY DIET BEVERAGES	0	17	0	24	0	0	0	0	41
2086029	COTT DIET	0	64	0	0	0	0	0	0	64
2086029	DR PEPPER SUGAR FREE	431	1061	36	0	0	0	0	0	1548
2086029	FRESCA BEVERAGE	0	0	0	27	0	0	0	0	27
2086029	FRESCA SUGAR FREE BEVERAGE	1138	1240	0	210	0	0	113	3	2704
2086029	MR PIBB DIET BEVERAGE	0	13	0	18	0	0	0	0	31
2086029	SHASTA DIET SOFT DRINKS	991	399	0	57	0	0	0	0	1447
2086029	SPRITE DIET BEVERAGE	0	10	0	0	0	0	0	0	10
2086029	SUGAR FREE 7UP	1681	1767	3	0	0	0	105	0	3556
2086029	TAB BLACK CHERRY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086029	TAB GINGER ALE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086029	TAB ROOT BEER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086030	CRAGMOUNT SOFT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086050	BIG K SOFT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Fruit Drinks and Aides										
2086090	ABBOTTS FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	DAIRY FAIR FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	FAIRMONT FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	FLORIDA CITRUS PUNCH CITRUS DRIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	FUNNY FACE DRINK MIXES	680	246	0	487	0	0	0	0	1413
2086090	GATORADE NONCARBONATED DRINK	967	48	137	0	0	0	0	0	1152
2086090	JANE LOGAN FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	MIGHTY ORANGE FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	NICE 'N LITE FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	PAKA PUNCH FRUIT DRINK	0	425	0	70	0	0	0	0	495
2086090	PET COOLIE FRUIT DRINKS	0	16	0	0	0	0	0	0	16
2086090	PET FRUIT DRINKS	0	7	0	0	0	0	0	0	7
2086090	ROBINSONS BARLEY WATERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	ROBINSONS WHOLE FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	SKUOTER PUNCH	0	23	0	0	0	0	0	0	23
2086090	SUNNY DELIGHT CITRUS DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS			
S I C	PRODUCT NAME									
Fruit Drinks (continued)										
2086090	SUNSHAKE BREAKFAST DIET DRINKS	0	43	0	0	0	0	0	0	43
2086090	SUPREME FRUIT DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	TIP TOP CITRUS DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	TROPICANA BREAKFAST DRINKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	TROPICANA FRUIT DRINKS	0	27	0	0	0	0	0	0	27
2086090	TROPI-CAL-LO LOW-CALORIE CITRUS	0	0	0	18	0	0	0	0	18
2086090	WELCHADE CANNED DRINKS	209	8	25	0	0	0	0	0	242
2086090	WELCHADE FRUIT PUNCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	WELCHADE GRAPE DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	WELCHADE GRAPE PUNCH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	WELCHADE ORANGE DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	WELCHITO GRAPE DRINK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2086090	WELCH'S FRUIT DRINKS	0	6	21	16	0	0	0	0	43
FLAVORING EXTRACTS AND SYRUPS										
2087100	HOWDY FLAVORING COMPOUNDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087100	UPPER 10 CONCENTRATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Liquid Beverage Bases										
2087200	BIRELEY'S BEVERAGE BASE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cocktail Mixes										
2087215	HOLLAND HOUSE COCKTAIL MIXES	0	168	114	226	52	0	0	0	560
2087215	PARTY TYME COCKTAIL MIXES	0	0	0	0	0	0	90	17	107
2087215	PARTY TYME COCKTAIL MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Beverage Bases for Home Use										
2087220	SLURPEE SYRUPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087223	DIET RITE COLA CONCENTRATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087223	RC CONCENTRATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087223	ROYAL CROWN CONCENTRATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087225	DOMINADE DRY SOFT DRINK BASE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087225	NABISCO FRUIT PAZAZZ DRINK CONCE	0	32	0	0	2	0	0	0	34
2087225	NEHI CONCENTRATES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087225	PAR-T-PAK CONCENTRATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087225	SUGAR FREE 7UP EXTRACT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087225	THE UNCOLA EXTRACT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087225	TROPICANA CONCENTRATED DRINK & S	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087225	7UP EXTRACT	NA	NA	NA	NA	NA	NA	NA	NA	NA
FLAVORING POWDERS AND TABLETS										
2087400	PROPOWER BREAKFAST DRINK	0	11	5	0	1	0	0	0	17
2087400	SQUOZE DRINK MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087430	KROGER DRINK MIX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2087430	SALADA DRINK MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA

[illegible]

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)				OF DOLLARS)				
Canned Fish (continued)										
2091011	SNOWS CLAMS	0	0	0	157	0	0	0	0	157
2091011	STAR KIST TUNA	2291	526	61	26	0	0	20	0	2924
2091011	SWEEP STAKES MACKEREL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2091011	TOP WAVE TUNA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2091011	VAN-CAMPS TUNA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Canned Seafood Soups										
2091031	BECAS SEAFOOD SOUPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2091031	GORTONS CANNED CHUNKY CLAM CHOWD	0	0	5	0	0	0	0	0	5
2091031	SNOWS CANNED CHOWDERS	50	0	0	0	0	601	0	0	651
FRESH AND FROZEN PACKAGED FISH										
2092000	BOOTH'S FROZEN SEAFOODS	0	381	0	110	0	0	0	0	491
2092000	VITA FROZEN SEAFOOD	0	53	0	71	0	0	36	0	160
Fresh Packaged Fish										
2092213	COUNTRY SKILLET CATFISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092310	BUTTER-FRI FROZEN FISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092310	DOLPHIN FROZEN FISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frozen Fish Filets										
2092311	GORTONS FROZEN FISH FILLETS	0	8	0	74	0	0	0	0	82
Frozen Fish Sticks										
2092312	GORTONS FROZEN FISH STICKS	0	10	0	0	0	0	52	0	62
Frozen Fish Portions										
2092314	BLUE WATER FROZEN SEAFOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
Frozen Shellfish										
2092400	PAN-ALASKA ALASKAN KING CRAB, SN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092400	SEAPAK FROZEN SEAFOOD	0	27	0	118	0	0	1	0	146
2092400	WAKEFIELD'S FROZEN SEAFOOD	0	0	43	0	0	0	0	0	43
Frozen Shrimp										
2092410	SAFEWAY FROZEN SEAFOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092416	CARNATION FROZEN SHRIMP	0	0	0	15	6	0	0	0	21
2092416	CONTINENTAL FROZEN SHRIMPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092416	DEL MONTE FROZEN ALASKA SHRIMP	0	0	35	23	0	0	0	0	58
2092416	NIGER DELTA SHRIMP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092416	PACIFIC PEARL FROZEN SHRIMP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092416	WAKEFIELD'S FROZEN SHRIMP	0	0	235	0	0	0	0	0	235
Frozen Crabmeat										
2092417	PACIFIC PEARL FROZEN CRAB	NA	NA	NA	NA	NA	NA	NA	NA	NA
2092417	WAKEFIELD'S FROZEN CRAB MEAT	0	0	59	0	0	0	0	0	59

ROASTED COFFEE

Coffee, Unspecified

S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)			
2095000	BIRDS COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	BRIM DECAFFEINATED COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	DESCA COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	GEVALIA COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	LEGAL COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	MAXIM FREEZE-DRIED COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	MAXIM FREEZE-DRIED COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	MAXWELL HOUSE COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	MAXWELL HOUSE COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	MONKE COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	ORO COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	PREMIAR COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	PRONTO COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	SANKA DECAFFEINATED COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	SANKA DECAFFEINATED COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	SIESTA COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	YUBAN COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095000	YUBAN COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA

Roasted Coffee

2095100	BOKAR COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	ADMIRATION COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	ANNE PAGE COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	A&P COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	BIEC COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	BRIM REGULAR COFFEE	3916	1513	289	0	0	0	0	0	5718
2095115	BROWN GOLD REGULAR COFFEE	0	5	0	0	0	0	0	0	5
2095115	BUSTELO COFFEE	0	4	0	0	0	0	0	0	4
2095115	BUTTER NUT REGULAR COFFEE	0	626	0	0	0	0	0	0	626
2095115	CAINS COFFEE	0	6	0	0	0	0	0	0	6
2095115	CAINS COMMERCIAL BLEND COFFEE	0	189	0	0	0	0	0	0	189
2095115	CARNATION OLD WORLD COFFEE BEVER	0	75	0	0	1	0	0	0	76
2095115	CHASE & SANBORN COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	CHOCK FULL O NUTS DECAFFENATED C	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	CHUCK FULL O NUTS REGULAR COFFEE	0	0	0	109	16	0	21	0	146
2095115	CLUB COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	EDWARDS COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	EIGHT O'CLOCK COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	EL PICO LATIN-STYLE COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	FOLGERS REGULAR COFFEE	0	5779	0	82	10	0	0	0	5871
2095115	HIGH POINT DECAFFEINATED COFFEE	0	448	85	0	0	0	0	0	533
2095115	HORIZON REGULAR COFFEE	0	206	0	0	0	0	0	0	206
2095115	HUGGINS GOURMET MOCHA JAVA COFFE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	JANE PARKER COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	KROGER COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	LA MAISON DU CAFE COFFEE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	MARTINSON MR. AUTOMATIC COFFEE	0	243	0	79	54	0	0	0	376
2095115	MARTINSON REGULAR COFFEE	0	57	0	0	0	0	0	0	57

			NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
			(IN THOUSANDS)				OF DOLLARS)				
Roasted Coffee (continued)											
S I C	PRODUCT NAME										
2095115	MARVEL COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	MARYLAND CLUB REGULAR COFFEE		0	418	0	0	0	0	0	0	418
2095115	MAXWELL HOUSE ELECTRA PERK COFFE		2079	2716	0	0	0	0	35	0	4830
2095115	MAXWELL HOUSE REGULAR COFFEE		2380	1204	166	469	0	0	0	0	4219
2095115	MAX-PAX GROUND COFFEE & ELECTRA		986	2844	596	90	0	0	0	0	4516
2095115	MEDAGLIA D'ORO ESPRESSO COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	MEDAGLIA D'ORO REGULAR COFFEE		0	232	0	8	0	0	0	0	240
2095115	OLD JUDGE COFFEE		0	0	0	0	0	0	5	0	5
2095115	OLD JUDGE COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	OUR OWN COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	SANKA COFFEE		5016	1549	153	202	395	177	1223	0	8715
2095115	SAVARIN REGULAR COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	SOL CAFE COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	SPOTLIGHT GROUND COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	THOMAS J WEBB COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095115	YUBAN REGULAR COFFEE		0	5	8	0	0	0	0	0	13
2095115	YUKON COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
Powdered Coffee											
2095215	BECHARAS COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095215	BUTTER NUT INSTANT COFFEE		0	1	0	0	0	0	0	0	1
2095215	CHOCK FULL O NUTS INSTANT COFFEE		0	0	0	6	0	0	0	0	6
2095215	FOLGERS INSTANT COFFEE		0	4542	0	142	0	0	0	0	4684
2095215	FOLGERS INSTANT COFFEE CRYSTALS		0	2	0	0	2	0	0	0	4
2095215	KAVA INSTANT COFFEE		0	0	74	40	0	0	1077	667	1858
2095215	MAXIM COFFEE		2621	1817	967	146	16	0	0	0	5567
2095215	MAXWELL HOUSE INSTANT COFFEE		592	1052	0	454	0	0	0	0	2098
2095215	NESCAFE DECAFFEINATED INSTANT CO		0	2122	0	0	0	0	97	0	2219
2095215	NESCAFE INSTANT AND DECAFFEINATE		0	126	0	202	0	0	0	0	326
2095215	NESCAFE INSTANT COFFEE		0	1455	65	285	0	0	0	0	1805
2095215	NESTLES DE CAF INSTANT COFFEE		0	799	0	195	18	0	26	0	1038
2095215	SANKA INSTANT & FREEZE DRIED		0	0	0	86	1	0	0	0	87
2095215	SANKA READY PAKS INSTANT OR FREE		0	0	0	0	4	0	0	0	4
2095215	SAVARIN AUTOMATIC FILTER COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095215	SAVARIN INSTANT COFFEE		0	206	0	11	0	0	0	0	217
2095215	TENCO COFFEE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2095215	YUBAN INSTANT COFFEE		0	1618	14	34	0	0	257	0	1923

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS OF DOLLARS)								
Bottled Water (continued)										
	2097000	DEER PARK SPRING WATER	0	104	0	0	0	0	0	104
	2097000	DEER PARK SPRING WATER SWEEPSTAK	0	0	0	5	0	0	0	5
	2097000	MINALBA MINERAL WATER	NA	NA	NA	NA	NA	NA	NA	NA
	2097000	OZARKA WATER	NA	NA	NA	NA	NA	NA	NA	NA
	2097000	POLAR WATER	0	0	0	0	0	7	0	7
	2097000	PURE FRESH DISTILLED WATER	NA	NA	NA	NA	NA	NA	NA	NA
	2097000	SPARKLETT'S BOTTLED DRINKING WATE	0	563	0	0	0	26	0	589
Ice										
	2097011	REDDY-ICE BLOCK ICE	NA	NA	NA	NA	NA	NA	NA	NA
	2097051	REDDY-ICE PROCESSED ICE	NA	NA	NA	NA	NA	NA	NA	NA
	2097051	SPARKLE ICE	NA	NA	NA	NA	NA	NA	NA	NA
MACARONI AND SPAGHETTI										
	2098000	SAN GIORGIO MULTI-PROD ADVERTISI	0	75	0	0	0	0	0	75
Macaroni, Spaghetti, and Other Pastas										
	2098011	ANNE PAGE MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	ARDILLA PASTAS	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	ARP MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	BARILLA SPAGHETTI	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	DELMONICO SPAGHETTI	0	29	0	6	0	0	0	35
	2098011	EIGHT O'CLOCK MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	JANE PARKER MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	KRAFT ITALIAN STYLE SPAGHETTI DI	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	LAROSA PASTA	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	MARTHA GOOCH PASTA PRODUCTS	0	29	1	0	0	0	0	30
	2098011	MARVEL MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	OUR OWN MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	SAN GIORGIO MACARONI	0	0	0	132	0	92	39	263
	2098011	VILLA ROMA NOODLES	NA	NA	NA	NA	NA	NA	NA	NA
	2098011	YUKON MACARONI PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA
Noodles										
	2098051	HEINZ NOODLE NUMBERS AND SPAGHET	0	3	0	0	0	0	0	3
	2098051	MRS GRASS EGG NOODLES	0	118	0	84	0	0	0	202
	2098051	NOODLE DOODLES	NA	NA	NA	NA	NA	NA	NA	NA
	2098051	NOODLES ROMANOFF CASSEROLE	NA	NA	NA	NA	NA	NA	NA	NA
	2098051	PENNSYLVANIA DUTCH EGG NOODLES	0	0	155	35	0	40	0	230
	2098051	PENNSYLVANIA DUTCH EGG NOODLES P	0	26	0	0	0	0	0	26
Pasta-based Dinners										
	2098099	BETTY CROCKER COOKING FOR TWO DI	0	10	18	6	0	0	0	34
	2098099	BETTY CROCKER HAMBURGER HELPER D	1620	02	176	0	0	0	0	1858
	2098099	BETTY CROCKER TUNA HELPER DINNER	0	0	321	0	0	0	0	321
	2098099	COLMANS CASSEROLE MIXES	NA	NA	NA	NA	NA	NA	NA	NA
	2098099	KRAFT DINNERS	621	1	2493	0	0	0	0	3115
	2098099	KRAFT MACARONI & CHEESE DELUXE D	301	1	0	0	0	0	0	302
	2098099	MIRACOLI MACARONI DINNER	NA	NA	NA	NA	NA	NA	NA	NA
	2098099	PENNSYLVANIA DUTCH MACARONI & CH	0	49	0	0	0	0	0	49

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER	
S I C		(IN THOUSANDS)					(OF DOLLARS)				
MISCELLANEOUS FOOD PREPARATIONS											
Desserts, Ready-to-mix											
2099100	GENERAL FOODS DESSERTS PRODUCTS	0	0	501	30	0	0	0	0	531	
Cornstarch-type Desserts											
2099113	ALSA DESSERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099113	BORDENS DESSERT STARTER	0	17	0	0	0	0	0	0	17	
2099113	MY-T-FINE PUDDINGS AND PIE FILLI	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099113	PUDDIN HEAD REFRIGERATED PUDDING	0	4	0	0	0	0	0	0	4	
2099113	STASSANO DESSERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099113	SWISS MISS READY TO EAT PUDDING	0	0	0	96	60	0	0	0	156	
2099113	TAMATINA FLAN DESSERT	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099113	THANK YOU PIE FILLINGS	0	0	0	7	0	0	0	0	7	
2099113	THANK YOU PUDDINGS	0	1	69	0	0	0	0	0	70	
Gelatin-based Desserts											
2099153	BAKERS PASTRY FILLING	0	2	0	0	0	0	0	0	2	
2099153	D-ZERTA DIETARY GELATIN DESSERT	821	553	0	0	0	0	0	0	1374	
2099153	FLAVU*RICH GELATIN & PUDDINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099153	JELL-O CANNED PUDDING TREATS	0	7	0	0	0	0	0	0	7	
2099153	JELL-O GELATIN	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099153	JELL-O GELATIN	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099153	JELL-O GELATIN DESSERT	6146	404	1125	70	0	0	0	0	7745	
2099153	JELL-O INSTANT GELATIN DESSERT	0	0	1	0	0	0	0	0	1	
2099153	JELL-O INSTANT PUDDING	1463	405	129	0	0	0	0	0	1997	
2099153	JELL-O INSTANT PUDDING & SUN MAI	0	0	141	0	0	0	0	0	141	
2099153	JELL-O PUDDING & PIE FILLING	2797	219	0	0	0	0	0	0	3016	
2099153	JELL-O PUDDING & PIE FILLING & B	0	0	156	0	0	0	0	0	156	
2099153	JELL-O PUDDING & PIE FILLING & M	0	0	178	0	0	0	0	0	178	
2099153	KNOX GELATINE	0	0	253	6	30	0	0	0	289	
2099153	KNOX GELATINE CONTEST	0	0	231	0	0	0	0	0	231	
2099153	KNOX GELATINE DRINK PREMIUM OFFE	0	0	105	0	0	0	0	0	105	
2099153	KNOX GELATINE PREMIUM OFFER	0	0	184	0	0	0	0	0	184	
2099153	KNOX GELATINE & SWEET N LOW SUBS	0	0	14	0	0	0	0	0	14	
2099153	LE GOUT GELATIN DESSERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099153	PRONTO DESSERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099153	ROYAL GELATIN DESSERT	0	1	0	55	0	0	2	0	58	
Other Ready Desserts											
2099193	AYRSHIRE PUDDINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099193	BOCA DOCE PUDDINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099193	CARNATION INSTANT BREAKFAST PUDD	0	15	0	0	0	0	0	0	15	
2099193	DEL MONTE PUDDING CUP DESSERTS	0	7	0	0	0	0	0	0	7	
2099193	DEL MONTE PUDDING & FRUIT CUP	0	9	0	111	0	0	0	0	120	
2099193	FLANBY DESSERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099193	HUNT'S SNACK PACK CANNED DESSERT	1567	331	0	93	0	0	0	0	1991	
2099193	HUNT'S SQUEEZ MEEZ PUDDINGS	0	34	0	0	0	0	0	0	34	
2099193	KNUDSEN CHEESECAKE DESSERT	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099193	KNUDSEN PUDDINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099193	LE GOUT PUDDINGS & PIE FILLINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2099193	NESTLE CANNED PUDDINGS	0	8	0	0	0	0	0	0	8	
2099193	NESTLES FLAIR DESSERT	NA	NA	NA	NA	NA	NA	NA	NA	NA	

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)					OF DOLLARS)			
2099193	VIENNOIS DESSERTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Chips and Snacks, Unspecified										
2099200	BLUE BELL SNACKS	0	4	0	0	0	0	0	0	4
2099200	CHEE-TOS SNACKS	2871	41	0	0	0	0	0	0	2912
2099200	COUNTRY STYLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	CRISP-I-TATERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	DENTLER-FACS FOOD SNACKS	0	0	0	0	0	0	0	7	7
2099200	DICKEY SNACK FOODS	0	2	0	0	0	0	0	0	2
2099200	FAIRMONT SNACKS	0	10	0	0	0	0	0	0	10
2099200	FRANKLIN SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	FRITOS PRONTOS	0	145	0	0	0	0	0	0	145
2099200	FRITOS SNACKS	112	0	0	0	0	0	0	0	112
2099200	GORDONS SNACKS	0	7	0	0	0	0	0	0	7
2099200	GRANNY GOOSE SNACKS	0	14	0	0	0	0	0	20	34
2099200	HOTESS SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	HOTESS SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	HUMPTY DUMPTY SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	KRUN-CHEE CHEESE SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	MRS IHRIE'S SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	NACHO SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	OLD VIENNA SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	PINATA MEXICAN SNACK FOOD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	QUE PASA SNACKS	0	54	0	0	0	0	0	0	54
2099200	SNAX CHEESE SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099200	SUNSHINE SNACKS	0	0	0	0	0	0	0	8	8
2099200	TOMS FOOD SNACKS	0	2	0	0	0	0	0	0	2
Potato Chips										
2099210	BACKMAN SNACKS	0	65	0	52	0	0	301	0	418
2099210	BLUE STAR POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	CHESTY POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	DADDY CRISP POTATO SNACKS	0	294	0	54	0	0	0	0	348
2099210	DENTLER-FACS POTATO CHIPS	0	0	0	0	0	0	0	1	1
2099210	DITTOS POTATOE CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	FAIRMONT POTATO CHIPS	0	25	0	0	0	0	0	0	25
2099210	KAS POTATO CHIPS	0	2	0	0	0	0	0	0	2
2099210	KING COLE POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	KITTY CLOVER POTATO CHIPS	0	1	0	0	0	0	0	0	1
2099210	KITTY CLOVER SNACKS	0	10	0	0	0	0	0	0	10
2099210	LAURA SCUDDER'S POTATO CHIPS	0	405	0	0	0	0	8	0	413
2099210	MARCUS NALLEY SWEET CRISPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	NALLEYS REGULAR & BARBECUE POTAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	SABRITAS POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	SCHULER POTATO CHIPS	0	0	0	0	0	0	14	0	14
2099210	SNACK TIME POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	SUPERIOR POTATO CHIPS	0	63	0	0	0	0	0	3	66
2099210	TREAT POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099210	VALLEY MAID POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	ANDY CAPP'S POTATO SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	BELL BRAND POTATO CHIPS	0	197	9	0	0	0	0	15	221
2099212	BLUE BELL POTATO CHIPS	0	18	0	0	0	0	0	8	26

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					(OF DOLLARS)			
S I C										
PRODUCT NAME										
Potato Chips (continued)										
2099212	CHIPOS POTATO CHIPS	0	69	0	0	0	0	0	0	69
2099212	CRISPIL POTATO CHIPS	0	1	0	0	0	0	0	0	1
2099212	CRUNCH BARREL POTATO CHIPS	0	5	0	0	0	0	0	0	5
2099212	DICKEY POTATO CHIPS	0	5	0	0	0	0	0	0	5
2099212	FRITOS FRENCHIPS	0	2	0	0	0	0	0	0	2
2099212	GORDONS POTATO CHIPS	0	8	0	0	0	0	0	5	13
2099212	GRANNY GOOSE POTATO CHIPS	0	137	0	0	0	0	0	157	294
2099212	KOBEY'S POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	KOBEY'S SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	LAYS POTATO CHIPS	612	173	0	0	0	0	0	0	785
2099212	LIGHTS POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	MORTONS POTATO CHIPS	0	70	0	0	0	0	0	0	70
2099212	MRS GUMBYS POTATOE CHIPS	0	128	0	8	0	0	8	9	133
2099212	MUNCHOS POTATO CRISP SNACKS	0	39	0	0	0	0	0	0	39
2099212	NABISCO AMERICAN FRIES SNACK	0	825	0	8	0	0	0	0	833
2099212	PIK-NIK SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	PLANTERS POTATO CHIPS	0	524	0	155	0	0	12	0	691
2099212	PRINGLES NEWFANGLED POTATO CHIPS	1014	8574	0	1570	233	0	0	0	11391
2099212	RUFFLES POTATO CHIPS	1191	322	0	0	0	0	0	0	1513
2099212	SNYDER'S OF BERLIN POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	STACKABLES POTATO CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	SUN CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	WALKERS CRISPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099212	WISE POTATO CHIPS	50	1164	0	93	16	0	0	0	1323
2099212	WONDER POTATO CHIPS	0	12	0	0	0	0	0	0	12
Flavored Potato Chips										
2099214	KP CRISPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099214	SNYDER'S OF BERLIN BARBEQUE CHIP	NA	NA	NA	NA	NA	NA	NA	NA	NA
Corn Chips										
2099261	BELLITOS TORTILLA CHIPS	0	132	6	0	0	0	0	0	138
2099261	COUNTRY OVEN BAR-B-QUE FLAVORED	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	COUNTRY OVEN CORN CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	DORITOS TORTILLA CHIPS	3970	794	0	0	0	0	0	0	4764
2099261	FAIRMONT CORN CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	FAIRMONT TORTILLA CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	FRITOS CORN CHIPS	4593	169	0	0	0	0	7	0	4769
2099261	LAURA SCUDDER'S CORN CHIPS	0	1	0	53	0	0	0	0	54
2099261	MORTONS CORN CHIPS	0	16	0	0	0	0	0	0	16
2099261	MORTONS TORTILLA CHIPS	0	31	0	0	0	0	0	0	31
2099261	NALLEYS CORN & TORTILLA CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	NALLEYS MINI TACO SNACKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	SNYDER'S OF BERLIN CHEESE CURLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	SNYDER'S OF BERLIN CORN CHIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	SNYDER'S OF BERLIN TACO FLAVORED	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	SNYDER'S OF BERLIN TORTILLA CHIP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099261	SUNSHINE CORN CHIPS	0	14	0	0	0	0	0	0	14
Other Chips and Salted Snacks										
2099298	COUNTRY OVEN CHEESE SNACK CURLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	COUNTRY OVEN CHEEZ-SNAX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	CRUNCH,N MUNCH POPCORN SNACK	0	3	0	0	0	0	0	0	3
2099298	FAIRMONT CHEESE CURLS	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)					OF DOLLARS)			
S I C	PRODUCT NAME									
Other Chips and Salted Snacks	(continued)									
2099298	GOLD-N-CHEES CHEESE BITS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	JAX CHEESE TWISTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	KP CHEESEY MUNCHIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	KP HULA HOOPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	KP RANCHEROS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	KP SKIPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	LAURA SCUDDER'S POQUITOS CHIPS	0	233	0	56	0	0	0	0	289
2099298	NALLEYS CHEESE BOPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	NALLEYS CHEESE TWISTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099298	NALLEYS CRUNCHI-O-S	0	14	0	0	0	0	0	0	14
2099298	OLD LONDON CHEESE DOODLES	0	224	0	16	0	0	0	0	240
2099298	O&C SNACKS	0	3	160	0	0	0	0	0	163
2099298	SNYDER'S OF BERLIN CHEESE POPCOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sweetening Syrups										
2099310	AUNT JEMIMA SYRUP	0	0	0	7	0	0	0	0	7
2099310	BEAR BRAND TUB HONEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	BRER RABBIT MOLASSES AND SYRUPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	COUNTRY KITCHEN SYRUP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	DEAN'S PANCAKE AND WAFFLE SYRUP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	GALES HONEY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	GOLDEN GRIDDLE PANCAKE SYRUP	1625	1026	0	86	134	0	0	0	2871
2099310	HEARTLAND NATURAL SYRUP	0	27	136	15	0	0	0	0	178
2099310	HOME MAID EDIBLE MOLASSES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	HONEY BEAR SPREAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	KARO SYRUP	0	0	172	13	65	0	0	0	250
2099310	KING TABLE SYRUP	0	20	0	0	0	0	0	0	20
2099310	LOG CABIN SYRUPS	2914	403	188	65	4	0	0	0	3574
2099310	MRS BUTTERWORTHS SYRUP	517	495	0	42	0	0	2	0	1056
2099310	NALLEYS LUMBERJACK SYRUP	0	38	0	0	0	0	0	0	38
2099310	SLEEPY HOLLOW SYRUP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	STALEY SYRUP	0	7	0	88	0	0	70	0	165
2099310	SWEET 10 LIQUID SWEETENER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099310	VERMONT MAID SYRUPS	0	0	0	23	0	0	0	0	23
Molasses										
2099312	GRANDMAS MOLASSES & MOTTS APPLE	0	0	150	0	0	0	0	0	150
Dietetic Sweeteners										
2099320	SWEETA NON CALORIC SWEETENER	NA	NA	NA	NA	NA	NA	NA	NA	NA
Leaveners										
2099400	FLEISCHMANS DOUGH IMPROVER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099400	FLEISCHMANS LEAVENERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Baking Powder										
2099411	CALUMET BAKING POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099411	CALUMET BAKING POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099411	DAVIS BAKING POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099411	MAGIC BAKING POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
Yeast										
2099433	FLEISCHMANN'S YEAST	0	76	450	39	0	0	0	0	565
2099433	FLEISCHMANN'S YEAST BLUE BONNET R	0	0	72	0	0	0	0	0	72

		NETWK	SPOT	MAGA-	NEWS-	NEWS-	NETWK	SPOT	OUT	TOTAL*	
S I C		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER	
PRODUCT NAME		(IN THOUSANDS					OF DOLLARS)		-----		
Tea	2099435	FLEISCHMANS YEAST	NA	NA	NA	NA	NA	NA	NA	NA	
	2099451	BUDWEISER YEAST	NA	NA	NA	NA	NA	NA	NA	NA	
	2099580	CANTERBURY TEA	NA	NA	NA	NA	NA	NA	NA	NA	
	2099580	LIPTON FOOD PRODUCTS	1	0	0	0	0	0	0	1	
	2099580	SALADA MULTIPRODUCT ADVERTISING	0	292	0	4	0	0	0	296	
Regular Tea	2099582	ATI TEA	NA	NA	NA	NA	NA	NA	NA	NA	
	2099582	KROGER TEA BAGS	NA	NA	NA	NA	NA	NA	NA	NA	
	2099582	LIPTON TEA BAGS	1373	1559	54	0	0	0	151	0	3137
	2099582	SALADA REGULAR TEA	0	1010	0	0	0	0	0	0	1010
	2099582	TENDER LEAF TEA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099582	TETLEY REGULAR TEA	0	564	10	21	0	0	0	0	595
Instant Tea	2099583	LIPTON ICED TEA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099583	LIPTON ICED TEA MIX	0	20	0	40	0	0	0	0	60
	2099583	LIPTON INSTANT TEA	0	3	0	41	0	0	0	0	44
	2099583	LIPTON INSTANT TEA & ICED TEA MI	448	20	0	39	0	0	0	0	507
	2099583	LIPTON INSTANT & LOW CALORIE ICE	0	0	0	0	35	0	0	0	35
	2099583	LIPTON LOW CALORIE ICED TEA MIX	0	0	52	0	0	0	0	0	52
	2099583	LIPTON REGULAR & INSTANT TEA	0	1	0	0	0	0	0	0	1
	2099583	LIPTON REGULAR & INSTANT TEA & I	1818	48	0	0	0	0	0	0	1866
	2099583	NESTEA ICED AND INSTANT TEA MIXE	2974	175	0	0	0	0	0	0	3149
	2099583	NESTEA ICED TEA MIX	0	33	0	230	0	0	0	0	263
	2099583	NESTEA ICED TEA MIX AND CANNED	0	1	0	0	0	0	0	0	1
	2099583	NESTEA INSTANT ICED TEA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099583	NESTEA INSTANT TEA	0	714	0	230	0	0	0	0	944
	2099583	NESTEA LOW CALORIE ICED TEA MIX	0	0	64	0	30	0	0	0	94
	2099583	NESTEA MULTI-PRODUCT ADVERTISING	0	3	0	0	0	0	136	0	139
	2099583	NESTEA PREMIUM OFFER	0	0	0	0	178	0	0	0	178
	2099583	SALADA ICED TEA MIX	0	2	0	15	0	0	0	0	17
	2099583	TETLEY ICED TEA MIS	0	102	0	12	0	0	0	0	114
	2099583	WYLLERS ICED TEA MIX	0	0	0	73	0	0	0	0	73
	Canned Tea	2099584	LIPTON CANNED ICED TEA	0	206	0	0	0	0	47	253
2099584		NESTEA CANNED ICED TEA	256	25	17	0	0	0	0	298	
Vinegar	2099650	HEINZ VINEGARS	0	88	178	59	0	0	0	325	
	2099650	REGINA WINE VINEGARS	NA	NA	NA	NA	NA	NA	NA	NA	
Other Prepared Foods	2099811	BAKER'S CHOCOLATE	NA	NA	NA	NA	NA	NA	NA	NA	
	2099900	FLEISCHMANS BREAD FLAVORS	NA	NA	NA	NA	NA	NA	NA	NA	

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISEES, 747 MADISON AVE., NEW YORK, NY

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					(OF DOLLARS)			
S I C	PRODUCT NAME									
	2099930 JALISCO PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Coconut	2099911 BAKERS COCONUT	427	264	0	28	265	0	0	0	984
Honey	2099925 HONI-MATE HONEY SUBSTITUTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Spices and Seasonings										
	2099930 ASMUS SPICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 BOTANICUS PTE OLEORESINS OF SPIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 CHIRAT SEASONINGS & RELISHES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 DURKEES SEASONINGS	0	0	0	0	0	0	9	0	9
	2099930 EUROMA SEASONINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 KNICKERBOCKER MILLS SEASONINGS &	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 KNORR DEHYDRATED SEASONINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 KOCKENS SPICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 KRAFT SEASONING MIXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099930 MCCORMICK FLAVORING PRODUCTS	0	0	0	326	0	0	0	0	326
	2099930 MCCORMICK PRODUCTS	0	0	0	41	0	0	0	0	41
	2099930 SCHILLING HERBS AND SPICES & MJB	0	0	20	0	0	0	0	0	20
	2099930 SCHILLING SEASONING	0	45	14	0	0	0	0	0	59
Miscellaneous Seasonings										
	2099938 ADOLPHS INSTANT MEAT TENDERIZER	1612	118	39	0	0	0	0	0	1769
	2099938 BETTY CROCKER SUDDENLY SALAD SEA	0	71	12	0	0	0	40	0	103
	2099938 G WASHINGTON'S SEASONING & BROTH	0	48	0	0	0	0	4	0	52
	2099938 MAGGI SEASONINGS	0	0	3	0	0	0	0	0	3
	2099938 MORTON MEAT CURING PRODUCTS	0	0	9	0	0	0	0	0	9
	2099938 MORTON NATURE'S SEASONS SEASONIN	885	2	308	0	0	0	0	0	1195
	2099938 SESAME PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099938 XTRA-BURG HAMBURGER SEASONING	NA	NA	NA	NA	NA	NA	NA	NA	NA
Salt										
	2099939 MORTON CALCIUM CHLORIDE SALT TAB	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON CULINOX 999 FOOD PROCESSI	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON LITE SALT	841	15	0	93	0	0	0	0	949
	2099939 MORTON OILFIELD SALT CHEMICAL PR	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON PICKLING & CANNING SALT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON POPCORN SALT SHAKERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON PUREX SALT CHEMICAL PROCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON RAINFRESH WATER TREATMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON RUST-RAZE WATER TREATMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON RUST-ROUT WATER TREATMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON SAFE-T-SALT HIGHWAY	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON SALT	382	1	495	0	0	0	0	7	885
	2099939 MORTON SALT SUBSTITUTE	0	178	0	0	0	0	0	0	178
	2099939 MORTON SALT & PEPPER SHAKERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON SEASONED SALT SUBSTITUTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON STAR FLAKE DENDRITIC SALT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON STAR FLAKE VIT FORT BAKER	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON SUPER PELLETS WATER TREAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON TOMATO CANNING TABLETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2099939 MORTON WHITE CRYSTAL WATER TREAT	NA	NA	NA	NA	NA	NA	NA	NA	NA

[illegible]

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)					OF DOLLARS)			
	Frosting Mixes									
2099993	BETTY CROCKER CREAMY N DREAMY FR	0	0	10	0	0	0	0	0	10
2099993	BETTY CROCKER FROSTING MIXES	771	6	173	67	0	0	0	0	1017
2099993	BETTY CROCKER READY-TO-SPREAD FR	1209	7	521	0	0	0	0	0	1797
2099993	CAKE MATE DECORATING ICING & GEL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099993	CAKE-MATE DECORATING ICING & GEL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099993	DRIFOND DRY FONDANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099993	FROST'N SWIRL FROSTING MIX	0	0	103	0	0	0	0	0	103
2099993	ICE FLOW ICE CONFECTION	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099993	NULO FOND DRY FONDANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2099993	PILLSBURY FROSTING MIX	287	15	0	56	0	0	0	0	358

TOBACCO

Tobacco Products, Unspecified

2110000	FATIMA TOBACCO PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2110000	HOME RUN TOBACCO PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2110000	PICAYUNE TOBACCO PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2110000	PIEDMONT TOBACCO PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

CIGARETTES

2111000	BELAIR CIGARETTES PREMIUM OFFER	0	0	888	0	0	0	0	0	888
2111000	BROWN & WILLIAMSON MULTI-PRODUCT	0	0	0	0	0	0	3	6	9
2111000	BROWN & WILLIAMSON TOBACCO CORP	0	0	8	4	0	0	0	0	12
2111000	CONTINENTAL CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111000	DU MAURIER CIGARETTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111000	EMBASSY REGAL CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111000	GOLD CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111000	KOOL CIGARETTES MULTI-PRODUCT AD	0	0	2656	457	770	0	0	0	3883
2111000	KOOL CIGARETTES SWEEPSTAKES	0	0	1314	0	342	0	0	0	1656
2111000	KRONE CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111000	LIGGET & MYERS MULTI-PRODUCT ADV	0	0	0	0	0	0	0	15	15
2111000	MARLBORO MULTIPRODUCT ADVERTISING	0	0	637	292	0	0	0	0	929
2111000	PALL MALL CIGARETTES	0	0	0	41	0	0	0	1046	1087
2111000	PLAYERS NO. 10 CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111000	PLAYERS NO. 6 CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111000	R J REYNOLDS INDUSTRIES INC CIGA	0	0	0	0	0	0	0	1506	1506

Filter-Tip Cigarettes

2111010	ASTOR CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	BELVEDERE CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	BENSON & HEDGES CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	BRUNETTE CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	CADETES CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	CAMEL FILTER CIGARETTES	0	0	3409	2139	2191	0	0	1165	9004
2111010	CAMEO CIGARETTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	CAMEO EXTRA MILD CIGARETTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	CARLTON FILTER CIGARETTES	0	0	4911	2002	0	0	0	1191	8104
2111010	CAVALIER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	CHESTERFIELD FILTER CIGARETTES	0	0	821	1671	181	0	0	827	3500

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS					OF DOLLARS)			
S I C	PRODUCT NAME									
Filter-Tip Cigarettes (continued)										
2111010	COMMANDER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	DORAL CIGARETTES ADVERTISING	0	0	2735	0	1862	0	0	0	4597
2111010	DORAL FILTER CIGARETTES	0	0	60	370	0	0	0	0	430
2111010	DORAL MENTHOL FILTER CIGARETTES	0	0	0	3975	0	0	0	1	3976
2111010	EAGLE 20'S CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	EAGLE 20'S MENTHOL CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	EMBASSY FILTER CIGARETTES	0	0	9	6	0	0	0	0	15
2111010	EPSON CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	EVE FILTER CIGARETTES	0	0	880	906	223	0	0	547	2636
2111010	EVE MENTHOL CIGARETTES	0	0	700	0	100	0	0	0	800
2111010	EXPORT "A" CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	FLAME CIGARETTES	0	0	0	0	0	0	0	11	11
2111010	FLINT CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	FORTUNA CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	KENSITAS CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	KENT FILTER CIGARETTES	0	0	54	1324	169	0	0	3162	4709
2111010	KENT LIGHTS FILTER CIGARETTES	0	0	0	0	0	0	0	4	4
2111010	K-2 FILTER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	LAMBERT & BUTLER INTERNATIONAL C	0	0	11	0	0	0	0	0	11
2111010	LARK CIGARETTES	0	0	2646	1540	0	0	0	1108	5294
2111010	LORILLARD MULTI-PRODUCT ADVERTIS	0	0	0	0	0	0	0	66	66
2111010	L&M MENTHOL CIGARETTES	0	0	0	0	0	0	0	0	0
2111010	MARK TEN CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	MARLBORO CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	MARLBORO CIGARETTES	0	0	0	0	0	0	0	49	49
2111010	MARLBORO FILTER CIGARETTES	0	0	8947	1001	1306	0	0	7398	18652
2111010	MARLBORO LIGHT FILTER CIGARETTES	0	0	403	1770	317	0	0	74	2644
2111010	MATINEE SPECIAL FILTER CIGARETTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	MAX FILTER & MENTHOL 120S CIGARE	0	0	1457	4351	977	0	0	1541	8326
2111010	MENCER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	MERIT LOW TAR CIGARETTES	0	0	0	317	0	0	0	0	317
2111010	MIYACO FILTER CIGARETTES	0	0	43	0	0	0	0	40	83
2111010	MUKATTI AMBASADOR CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	NEWPORT MENTHOL FILTER CIGARETTE	0	0	39	0	209	0	0	1518	1766
2111010	NEWPORT MENTHOL FILTER KINGS & 1	0	0	4094	0	60	0	0	0	4154
2111010	OASIS MENTHOL CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	OLD GOLD FILTER CIGARETTES	0	0	415	0	0	0	0	1478	1893
2111010	OVERSTOLZ CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	PALL MALL EXTRA MILD CIGARETTES	0	0	1203	784	0	0	0	0	1992
2111010	PALL MALL GOLD & MENTHOL FILTER	0	0	0	0	0	0	0	14	14
2111010	PARK DRIVE CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	PARLIAMENT CIGARETTES	0	0	693	568	81	0	0	0	1342
2111010	PARLIAMENT FILTER CIGARETTES	0	0	1120	247	84	0	0	716	2167
2111010	PETER JACKSON CIGARETTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	PHILLIP MORRIS INTERNATIONAL CIG	0	0	72	0	0	0	0	0	72
2111010	PLAYERS FILTER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	RED & WHITE CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	REYNO CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	REYNOLDS NO 1	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	ROXY CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	SALEM EXTRA MENTHOL & MENTHOL FI	0	0	4	0	0	0	0	0	4
2111010	SALEM LIGHTS MENTHOL FILTER CIGA	0	0	517	1018	418	0	0	74	2027
2111010	SALEM MENTHOL FILTER CIGARETTES	0	0	2350	662	1098	0	0	6778	10808
2111010	SALEM MENTHOL FILTER KINGS & SUP	0	0	1526	4444	646	0	0	0	6616

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
					(IN THOUSANDS)			(OF DOLLARS)		
Filter-Tip Cigarettes (continued)										
2111010	SENIOR SERVICE CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	SHELTON CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	SILK CUT CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	SOVEREIGN CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	SUPER M MENTHOL FILTER CIGARETTE	0	0	0	770	0	0	0	5	775
2111010	TAKEYTON FILTER CIGARETTES	0	0	5594	1469	0	0	0	1089	8152
2111010	TORCHLIGHT CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	TRUE CIGARETTES MENTHOL & FILTER	0	0	0	155	0	0	0	386	541
2111010	TRUE FILTER CIGARETTES & FILTER	0	0	4450	117	0	0	0	0	4567
2111010	TRUE MENTHOL & FILTER KING SIZE	0	0	258	192	0	0	0	0	450
2111010	TURRET CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	VELLO FILTER CIGARETTES	0	0	0	0	0	0	0	6	6
2111010	VELLO MENTHOL FILTER CIGARETTES	0	0	0	0	0	0	0	6	6
2111010	VILA RICA CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	VIRGINIA SLIMS CIGARETTES	0	0	1164	0	178	0	0	0	1342
2111010	VIRGINIA SLIMS FILTER CIGARETTES	0	0	0	1570	0	0	0	28	1598
2111010	VISCOUNT CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111010	WINCHESTER FILTER CIGARETTES	0	0	20	0	0	0	0	40	60
2111010	WINSTON FILTER CIGARETTES	0	0	1524	3171	107	0	0	10109	14911
2111010	WINSTON MENTHOL FILTER CIGARETTE	0	0	54	132	0	0	0	0	186
2111010	ZACK REGULAR & MENTHOL FILTER CI	0	0	33	0	0	0	0	94	127
Filter-Tip Regular Cigarettes										
2111013	BELAIR MENTHOL FILTER CIGARETTES	0	0	0	0	0	0	0	173	173
2111013	BLACK CAT FILTER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111013	CRAVEN 'A' FILTER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111013	DAKRELL FILTER CIGARETTES	0	0	0	0	0	0	0	1	1
2111013	FACT FILTER CIGARETTES	0	0	53	0	0	0	0	221	274
2111013	HB CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111013	HOLLYWOOD CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111013	KOOL FILTER CIGARETTES PREMIUM 0	0	0	843	0	233	0	0	0	1076
2111013	KOOL MILD CIGARETTES	0	0	0	0	0	0	0	10	10
2111013	RALEIGH EXTRA MILDS	0	0	948	0	0	0	0	0	948
2111013	RALEIGH FILTER CIGARETTES	0	0	0	2	0	0	0	22	24
2111013	SPORTSMAN FILTER CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111013	TRAMPS FILTER CIGARETTES	0	0	3	377	0	0	0	37	417
2111013	TRAMPS FILTER CIGARETTES REGULAR	0	0	390	505	0	0	0	867	1762
2111013	VICEROY FILTER CIGARETTES	0	0	0	515	0	0	0	1937	2452
Filter-Tip King-Size Cigarettes										
2111016	BELAIR FILTER KING CIGARETTES	0	0	0	125	0	0	0	128	253
2111016	BELAIR MENTHOL FILTER KING & SUP	0	0	3874	0	0	0	0	0	3874
2111016	CRAVEN KING SIZE FILTER CIGARETT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	CRAVEN KING SIZE MENTHOL FILTER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	DUMONT SELECT MILD KING SIZE FIL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	DUNHILL KING SIZE FILTER CIGARET	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	KENT KING SIZE FILTER CIGARETTES	0	0	1727	2268	388	0	0	0	4383
2111016	KOOL FILTER KINGS CIGARETTES	0	0	0	550	0	0	0	7753	8303
2111016	KOOL FILTER KINGS & LONGS CIGARE	0	0	537	0	438	0	0	0	975
2111016	KOOL FILTER KINGS & SUPER LONGS	0	0	824	1658	738	0	0	0	3220
2111016	L&M KING CIGARETTES	0	0	4963	1230	813	0	0	2287	9293
2111016	NEWPORT MENTHOL FILTER KING SIZE	0	0	61	545	0	0	0	0	606
2111016	NUMBER 7 KING SIZE FILTER CIGARE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	OLD GOLD FILTER KINGS CIGARETTES	0	0	372	425	0	0	0	1	798

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISEPS, 747 MADISON AVE., NEW YORK, NY

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C PRODUCT NAME		(IN THOUSANDS)					(OF DOLLARS)			
Filter-Tip King-Size Cigarettes (continued)										
2111016	PALL MALL FILTER KING CIGARETTES	0	0	0	122	0	0	0	6	128
2111016	PERILLY'S PRIVATE BLEND KING SIZE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	PETER STUYVESANT KING SIZE FILTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	RALEIGH FILTER KINGS & SUPER LON	0	0	4631	1	0	0	0	0	4632
2111016	RICHELIEU SATIN TIP KING SIZE FI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	ROTHMANS INTERNATIONAL CIGARETTE	0	0	21	0	0	0	0	0	21
2111016	ROTHMANS KING SIZE FILTER CIGARE	0	0	25	0	0	0	0	0	25
2111016	SLIM KINGS FILTER CIGARETTES	0	0	7	0	0	0	0	0	7
2111016	SPORTSMAN KING SIZE FILTER CIGAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111016	VANGUARD FILTER KINGS CIGARETTES	0	0	29	24	0	0	0	11	64
2111016	VANTAGE FILTER AND MENTHOL FILTE	0	0	3751	7879	2467	0	0	271	14368
2111016	VICEROY FILTER KINGS CIGARETTES	0	0	3368	0	965	0	0	0	4333
2111016	VICEKROY FILTER KINGS & SUPER LON	0	0	1508	232	1126	0	0	0	2866
2111016	WINSTON KING SIZE FILTER CIGARET	0	0	4344	1754	1480	0	0	6	7584
2111016	WINSTON LIGHT KING SIZE FILTER C	0	0	1590	1562	903	0	0	52	4107
Filter-Tip Long Cigarettes										
2111018	AMERICAN LONGS 120S REGULAR & ME	0	0	0	0	0	0	0	17	17
2111018	BENSON & HEDGES 100'S	0	0	7450	115	2543	0	0	2542	12650
2111018	BENSON & HEDGES 100'S CIGARETTES	0	0	0	5362	0	0	0	0	5362
2111018	CAPRI 110S FILTER CIGARETTES REG	0	0	51	247	0	0	0	113	411
2111018	CHESTERFIELD 101 FILTER CIGARETT	0	0	924	193	287	0	0	8	1412
2111018	DAWN 120 FILTER AND MENTHOL FILT	0	0	501	1301	13	0	0	524	2339
2111018	EVE 120'S CIGARETTES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111018	ICEBERG 100S MENTHOL FILTER CIGA	0	0	716	401	0	0	0	0	1117
2111018	KENT DELUXE LENGTH FILTER CIGARE	0	0	4835	0	1719	0	0	0	6554
2111018	KENT MENTHOL & FILTER 100S CIGAR	0	0	99	320	0	0	0	2	421
2111018	KENT 100S & KING SIZE CIGARETTES	0	0	759	2948	71	0	0	0	3778
2111018	KOOL FILTER LONGS CIGARETTES	0	0	324	0	0	0	0	0	324
2111018	KOOL SUPER LONGS FILTER CIGARETT	0	0	1295	0	0	0	0	0	1295
2111018	L T BROWN 120S FILTER CIGARETTES	0	0	280	626	17	0	0	278	1201
2111018	LARK EXTRA LONG CIGARETTES	0	0	0	601	0	0	0	0	601
2111018	LONG JOHNS 120S FILTER CIGARETTE	0	0	112	92	0	0	0	965	1169
2111018	LONG JOHNS 120S MENTHOL & FILTER	0	0	1704	2594	0	0	0	5	4303
2111018	LUCKY FILTERS 100S	0	0	706	615	0	0	0	9	1330
2111018	L&M SUPER KING CIGARETTES	0	0	80	15	0	0	0	0	95
2111018	MORE 120S FILTER CIGARETTES REGU	0	0	4026	7447	3821	0	0	3638	18932
2111018	NOW REGULAR & MENTHOL FILTER CIG	0	0	0	221	0	0	0	9	230
2111018	OLD GOLD FILTER 100S	0	0	55	0	0	0	0	20	75
2111018	PALL MALL FILTER 100S CIGARETTES	0	0	4271	1416	0	0	0	533	6220
2111018	PALL MALL MENTHOL FILTER 100S CI	0	0	1204	218	0	0	0	1	1423
2111018	PARLIAMENT 100'S FILTER CIGARETT	0	0	1761	239	34	0	0	0	2034
2111018	PETER STUYVESANT 100'S FILTER CI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111018	PETER STUYVESANT 100'S MENTHOL F	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111018	PHOENIX 120S FILTER CIGARETTES R	0	0	73	451	9	0	0	140	673
2111018	SALEM LONGS MENTHOL FILTERS	0	0	2345	719	664	0	0	59	3367
2111018	SARATOGA 120'S MENTHOL & FILTER	0	0	4273	5894	2463	0	0	1535	14165
2111018	SILVA THINS 100S REGULAR & MENTH	0	0	1087	869	0	0	0	272	2228
2111018	ST MORITZ MENTHOL 100'S FILTER C	0	0	78	0	0	0	0	21	99
2111018	ST MORITZ 100'S FILTER CIGARETTE	0	0	78	79	0	0	0	21	178
2111018	SUEDES 120S FILTER CIGARETTES RE	0	0	25	231	0	0	0	62	318
2111018	TALL FILTER 120S REGULAR & MENTH	0	0	82	891	0	0	0	53	1026
2111018	TRAMPS 110S FILTER CIGARETTES RE	0	0	82	0	0	0	0	0	82
2111018	TRUE 100S CIGARETTES MENTHOL & F	0	0	1277	2609	0	0	0	110	3996

S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
(IN THOUSANDS OF DOLLARS)										
2111018	Twist 100s Menthol Filter Cigare	0	0	117	0	0	0	0	0	117
2111018	Viceroy Filter Longs Cigarettes	0	0	48	0	0	0	0	0	48
2111018	Viceroy Super Longs Filter Cigar	0	0	950	0	0	0	0	0	950
2111018	Virginia Slims 100's & Menthol C	0	0	4130	0	477	0	0	0	4607
2111018	Virginia Slims 120's Filter Regu	0	0	6	0	0	0	0	0	6
2111018	Winston Super King Size Filter C	0	0	2236	113	1260	0	0	73	3682
Nonfiltered Cigarettes										
2111053	Black Cat Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111053	Camel Regular Cigarettes	0	0	81	0	0	0	0	0	81
2111053	Sportsman Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA
2111057	Chesterfield King,Regular Cigare	0	0	500	726	100	0	0	53	1379
CIGARS										
Cigars, Unspecified										
2121000	Canabas Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121000	Deringer Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121000	La Corona Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121000	Ritmeester Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121000	Roll-Tan Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121000	Winchester Cigars	0	0	0	0	0	0	0	10	10
Little Cigars										
2121013	Colts Mild Cigar	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121013	Fridays Little Cigars	0	0	319	0	0	0	0	0	319
2121013	Hamlet Little Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121013	Manikin Little Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121013	Omega Little Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121013	Robt Burns Tiparillos	507	1	0	0	0	0	0	0	508
2121013	Tijuana Little Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121013	Tiparillo Premium Offer	0	0	32	0	0	0	0	0	32
Cigarillos										
2121021	Dutch Treats Cigars	0	0	0	201	0	0	0	0	201
2121021	King Edward Special Cigarrillos	NA	NA	NA	NA	NA	NA	NA	NA	NA
Regular Cigars										
2121031	Antonio Y Cleopatra Cigars	0	406	509	0	0	0	0	0	915
2121031	Aristocrat Cigars	0	40	0	0	0	0	0	0	40
2121031	Ben Franklin Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121031	Captain De Tueros Cigars	140	68	291	221	26	0	0	0	746
2121031	Colt Cigars	0	54	0	0	0	0	0	0	54
2121031	Consolidated Cigar Corp TV Progr	0	0	18	0	0	0	0	0	18
2121031	Corina Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121031	Corona Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121031	Don Diego Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121031	Don Marcos Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121031	Don Miguel Cigars	NA	NA	NA	NA	NA	NA	NA	NA	NA
2121031	Dutch Masters Cigars	1927	122	0	0	0	0	0	0	2049
2121031	El Producto Cigars	1051	451	0	0	0	0	10	0	1512

CHEWING AND SMOKING TOBACCOSmoking Tobacco[illegible]

S I C		PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL * ADVER
			(IN THOUSANDS OF DOLLARS)								
Smoking Tobacco (continued)											
2131007	PRINCE ALBERT SMOKING TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	RUM & MAPLE SMOKING TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	RUMBARREL TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	SAMSON SMOKING TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	SIR WALTER RALEIGH PIPE TOBACCO		809	0	0	0	0	0	0	0	809
2131007	SKALLORNA SMOKING TOBACCO		0	0	38	0	0	0	0	0	38
2131007	SKANDINAVIK SMOKING TOBACCO		0	6	179	0	0	0	0	0	185
2131007	SMOKING TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	SQUARE TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	SUMMERTIME SMOKING TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	TOPS TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	VELVET SMOKING TOBACCO		0	0	0	0	0	0	126	0	126
2131007	VIP SMOKING TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	VIRGINIA EXTRA SMOKING TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	WHITE OWL TOBACCO		100	0	79	158	39	0	0	0	376
2131007	WILLS GOLDEN VIRGINIA TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	WORK MATE TOBACCO		NA	NA	NA	NA	NA	NA	NA	NA	NA
2131007	ZUR PIPE TOBACCO		0	7	3	0	0	0	17	0	27

Chewing Tobacco

[illegible]

TEXTILE WEAVING, COTTON

Broadwoven Fabrics

2211700	MORGAN JONES SHEETS	NA	NA	NA	NA	NA	NA	NA	NA
2211700	PEQUOT SHEETS	NA	NA	NA	NA	NA	NA	NA	NA
2211700	SKINNER CLOTH	NA	NA	NA	NA	NA	NA	NA	NA

Sheets and Pillowcases

2211800	SPRINGMAID SHEETS AND PILLOW CAS	0	0	0	0	45	0	0	0	45
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TEXTILE WEAVING, SYNTHETIC

Synthetic Cloth

[illegible]

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA-ZINES	NEWS-PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
----- (IN THOUSANDS OF DOLLARS) -----										

2221100	PRIMA CRIMPED RAYON	NA	NA	NA	NA	NA	NA	NA	NA	NA
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TEXTILE WEAVING, WOOL

Blankets

2231923	BEACON BLANKETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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WOMEN'S HOSIERY

2251000	BACHELOR GIRL HOSIERY WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2251000	FASCINATION HOSIERY WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2251000	NO NONSENSE HOSIERY WOMEN	4340	913	0	0	0	0	0	0	5253
2251000	PHOENIX HOSIERY WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2251000	PLAYTEX HOSIERY FAMILY	0	144	0	2	0	0	0	0	146
2251000	PLAYTEX MADE TO ORDER HOSIERY	0	1	9	0	0	0	0	0	10
2251000	SAPPHIRE HOSIERY WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2251000	SCHIAPARELLI HOSIERY WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2251000	SUPP-HOSE WOMEN	0	2	36	0	0	0	0	0	38
2251000	YVES ST. LAURENT HOSIERY WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA

Long Hosiery

2251300	PLAYTEX STOCKINGS AND PANTIHOSE	0	0	8	31	0	0	0	0	39
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Pantyhose

2251350	MOJUD PANTY HOSE WOMEN	0	0	36	0	0	0	0	0	36
2251350	NO NONSENSE PANTY HOSE WOMEN	0	0	806	30	0	0	0	0	836
2251350	SUPP-HOSE PANTYHOSE WOMEN	0	0	51	0	0	0	0	0	51

OTHER HOSIERY

2252000	HOLEPROOF HOSIERY MEN AND WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
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Men's Hosiery

2252200	BACHELOR FRIEND HOSIERY MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2252200	ESQUIRE SOCKS MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2252200	FRUIT OF LOOM PANTIES WOMEN & HO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2252200	INTERWOVEN ATHLETIC SOCKS MEN	0	0	44	0	0	0	0	0	44
2252200	INTERWOVEN SOCKS MEN	0	5	214	0	31	0	0	0	250
2252200	SUPP-HOSE MEN	0	96	156	0	0	0	0	0	252

Women's Short Hosiery

2252300	KAYSER HOSIERY WOMEN	0	1	0	0	0	0	0	0	1
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YARNS

2282000	FRUIT OF THE LOOM YARN	0	0	0	1	0	0	0	0	1
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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)					OF DOLLARS)			
2282000	MALINA YARN	NA	NA	NA	NA	NA	NA	NA	NA	NA

LACE GOODS

2292000	BESTPLEAT FABRIC TRIMMINGS AND A	NA	NA	NA	NA	NA	NA	NA	NA	NA
2292000	CONSO FABRIC TRIMMINGS AND ACCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2292000	EVERGOLD FABRIC TRIMMINGS AND AC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2292000	NIP-TITE FABRIC TRIMMINGS AND AC	NA	NA	NA	NA	NA	NA	NA	NA	NA

APPAREL

2300000	ROLANE SALES CORP (APPAREL-FAMIL	0	0	0	0	0	0	0	5	5
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MEN'S SUITS AND COATS

2311000	BOTANY 500 COATS & SUITS MEN	0	0	0	0	11	0	0	0	11
2311000	BOTANY 500 SUITS & SPORTSWEAR ME	0	3	0	0	11	0	0	3	17
2311000	FASHION PARK SUITS AND SPORT COA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2311000	HALSTON MENS WEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2311000	HOUSE OF WORSTED-TEX SUITS AND S	NA	NA	NA	NA	NA	NA	NA	NA	NA
2311000	STEIN BLOCH SUITS AND SPORT COAT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2311100	LOUIS GOLDSMITH CLOTHES FOR YOUN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2311300	LAIVRENER CLOTHING MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2311300	MAVEST SPORT COATS MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA

OTHER MEN'S CLOTHING

2320000	ARNOLD PALMER MENS FASHIONS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2320000	CARIBOU LEISURE WEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2320000	JIMMY CONNORS MENS FASHIONS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2320000	RAEWIN CLOTHING MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2320000	SHELBY MENS FASHIONS	NA	NA	NA	NA	NA	NA	NA	NA	NA

MEN'S SHORTS

2321000	POINT SET SPORTSWEAR MEN & WOMEN	0	0	8	0	0	0	0	0	8
2321000	ROBERT BRUCE SPORTSWEAR MEN	0	0	0	0	10	0	0	0	10
2321000	WILSON SPORTSWEAR MEN	0	0	20	0	0	0	0	0	20

Men's Knit Shirts

2321200	GANT SPORT SHIRTS MEN	0	0	7	0	0	0	0	0	7
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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										
2321200	LORD JEFF CLOTHES FOR MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2321400	EXCELLO SHIRTS MEN	0	0	0	0	10	0	0	0	10
2321400	JAYSON SHIRTS MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2321400	JOHN WEITZ SHIRTS MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2321500	VARSITY SLEEPWEAR MEN	0	0	2	0	0	0	0	0	2
2322100	BEAU BRUMMELL MENS AND BOYS UNDE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2322100	B.V.D. MENS AND BOYS UNDERWEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2322100	MANFREDO MENS AND BOYS UNDERWEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2322100	MR. JOHN MENS AND BOYS UNDERWEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2322100	PARIS BELTS AND UNDERWEAR MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2322100	WONDERKNIT MENS AND BOYS UNDERWE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2327100	WRANGLER JEANS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2329100	ARTHUR ASHE TENNISWEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2329100	CHAMPION SLACKS MEN	0	0	3	0	0	0	0	0	3
2329100	JOHN NEWCOMBE SPORTSWEAR MEN	0	0	23	0	0	0	0	0	23
2329100	SHANHOUSE SPORTS OUTERWEAR MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2329200	CATALINA SPORTSWEAR MEN	0	0	0	0	19	0	0	0	19
2330000	COUNTRY SET SPORTSWEAR WOMEN	0	0	68	0	0	0	0	0	68
2330000	DE MOULIN CHURCH ROBES	0	0	1	0	0	0	0	0	1
2330000	EMILY JUST EMILY ALL WEATHER WEA	0	0	0	0	5	0	0	0	5
2330000	EMILY JUST EMILY SPORTSWEAR WOMEN	0	0	0	0	19	0	0	0	19
2330300	EQUATIONS BLOUSES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2330000	GAMUT WOMEN SPORTSWEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2330000	GIRAFFE SPORTSWEAR WOMEN	0	0	0	0	30	0	0	0	30
2330000	HALSTON APPAREL-WOMEN	0	0	19	0	0	0	0	0	19
2330000	IZOD SHIRTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2330000	JOHN MEYER SPORTSWEAR WOMEN	0	0	0	0	16	0	0	0	16
2330000	JONES NEW YORK MULTI-PRODUCT	0	0	19	0	0	0	0	0	19
2330000	JONES NEW YORK SPORTSWEAR WOMEN	0	0	21	0	65	0	0	0	86
2330000	KATES SPORTSWEAR WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2330000	MR ALEX SPORTSWEAR WOMEN	0	0	4	0	0	0	0	0	4

WOMEN'S OUTERWEAR

[illegible]

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S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS					OF DOLLARS)			
2342210	I CAN'T BELIEVE IT'S A GIRDLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2342210	LYCRA GIRDLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2342210	PLAYTEX GIRDLES	1749	64	0	72	0	0	0	0	1885
2342210	PLAYTEX PANTSLINER FOUNDATIONS	0	0	0	0	65	0	0	0	65
2342210	SWEET AND LOW GIRDLE	0	0	0	41	0	0	0	0	41
2342210	ZAUBERKREUZ LONGLINE BRA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2342210	18 HOUR GIRDLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2342210	18 TIMMARS GIRDLE	NA	NA	NA	NA	NA	NA	NA	NA	NA

CHILDREN'S CLOTHING

2360000	FAWN CHILDRENS AND INFANTS WEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2360000	HEALTH-TEX WEARING APPAREL CHILD	0	0	652	0	190	0	0	0	842
2360000	MCKEM CHILDRENS AND INFANTS WEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2360000	NAPPIES CHILDRENS AND INFANTS WE	NA	NA	NA	NA	NA	NA	NA	NA	NA

2361000	BABYGRO CLOTHING & PLAYWEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
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MISCELLANEOUS APPAREL

Gloves

2381130	ARIS GLOVES	0	0	12	0	10	0	0	0	22
2381130	ISOTONER 500 MASSAGE GLOVES	513	301	0	0	0	0	0	0	814
2381130	WEAR RIGHT GLOVES WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA

LEATHER COATS

2386000	RUSSEL TAYLOR LEATHER COATS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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MISCELLANEOUS TEXTILES

CURTAINS

2391000	ELEGANCE WINDOW SHADES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2391000	EVERLON CURTAIN AND DRAPERY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2391000	GRABER WINDOW SHADES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2391000	PRIDE WINDOW SHADES	NA	NA	NA	NA	NA	NA	NA	NA	NA

OTHER HOME FURNISHINGS

2392019	HYGIENE SHOWER BATH CURTAINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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		S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS OF DOLLARS)										
		2621000	PURE BREW COFFEE FILTERS	0	47	0	25	0	0	0	0	72
PAPERBOARD												
		2631000	EAGLE A PAPER PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
		2631000	LINWEAVE PAPER PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
		2631000	TRUJAN PAPER PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
ADHESIVE TAPE												
		2641400	MYSTIK TAPES	0	36	0	0	0	0	0	0	36
		2641400	WIGGINS TAPE	NA	NA	NA	NA	NA	NA	NA	NA	NA
BAGS												
		2643200	HOME PRIDE LAWN AND TRASH BAGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
		2643295	BRAWNY PLASTIC BAGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
SANITARY PAPER PRODUCTS												
Sanitary Napkins												
		2647111	PLAYTEX FEMININE TOWELETTES	1668	196	345	276	104	0	0	0	2589
		2647111	PREPARATION H CLEANSING PADS	0	1	0	0	0	0	0	0	1
		2647111	5-DAY DEODORANT PADS	680	0	0	0	0	0	0	0	680
Tampons												
		2647151	PLAYTEX TAMPONS	1767	336	620	13	0	0	0	0	2756
		2647151	RELY TAMPONS	0	48	290	15	1	0	23	0	377
Sanitary Tissue												
		2647200	NIBROC TOWELS	NA	NA	NA	NA	NA	NA	NA	NA	NA
		2647200	PERT ABSORBENT PAPER PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
		2647200	PURITY ABSORBENT PAPER PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
		2647200	VASELINE WIPE N DIPE BABY WIPES	256	0	0	0	0	0	0	0	256
Facial Tissue												
		2647211	POSH PUFFS FACIAL TISSUES	0	347	210	25	49	0	0	0	631
		2647211	PUFFS FACIAL TISSUE	0	2138	235	0	0	0	0	0	2373
		2647211	SWAN SOFT FACIAL TISSUE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Toilet Tissue												
		2647240	BETTER WAY BATHROOM TISSUE	0	10	0	0	0	0	0	0	10
		2647240	CHARMIN TOILET TISSUE	2232	4458	0	164	0	0	6	0	6860
		2647240	WHITE CLOUD TOILET TISSUE	0	2455	0	40	0	0	0	0	2495
		2647240	WHITE SWAN BATHROOM TISSUE	0	15	0	0	0	0	0	0	15

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)					(OF DOLLARS)			

2741311	MCCALLS RECIPE CARD COLLECTION	0	0	222	0	0	0	6	0	228
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2741396	MCCALL'S SEWING PATTERNS	0	66	916	0	0	0	0	0	982
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COMMERCIAL PRINTING

2750000	FOOTE & DAVIES PRINTERS	0	0	5	0	0	0	0	0	5
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BUSINESS FORMS

2761500	SNAP-A-WAY FORMS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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BLANK BOOKS AND BINDERS

2782100	EXECUTIVE DIARY	NA	NA	NA	NA	NA	NA	NA	NA	NA
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2782111	POCKET-REF NOTEBOOKS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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2782200	CENTURY SERIES RING BINDERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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2782200	EDP BINDERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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2782200	KOMPACT TABLET BINDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
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2782200	MINI-RACK BINDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
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CHEMICALS

2800000	MORTON PELLETS WATER TREATMENT	0	0	91	0	0	0	0	0	91
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INDUSTRIAL INORGANIC CHEMICALS

2819000	LIX REAGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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2819800	POLYCAT URETHANE CATALYST	NA	NA	NA	NA	NA	NA	NA	NA	NA
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PLASTICS MATERIALS

RESINS

2821000	MICROTHENE F FINELY POWDERED POL	NA	NA	NA	NA	NA	NA	NA	NA	NA
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		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME									
MEDICINALS AND BOTANICALS										
2833100	AMOXIL ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2833110	ERYTHROCIN ANTIBIOTIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
PHARMACEUTICAL PREPARATIONS										
Drugs, Unspecified										
2834000	MANDELAMINE ETHICAL PHARMACEUTI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	ANGORAL ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	ANUSOLL ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	ARMOUR PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	ATROMID-S LIPID CONTROL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	BENISONE ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	BRONDECON ETHICAL PHARMACEUTICAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	CELUSIN ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	CHESELINE PROPRIETARY AND SPECIAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	CHOLEDYL ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	CLEAR EYES DECONGESTANT EYE DROP	502	0	0	0	0	0	0	0	502
2834000	COLY-MYCIN ETHICAL PHARMACEUTICA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	DISPOS-A-VIAL ETHICAL PHARMACEUT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	DOPAR LEVODOPA ETHICAL PHARMACEU	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	EUTHROID ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	FAICHNEY PROPRIETARY AND SPECIALT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	FREEZONE	438	20	0	0	0	0	0	0	458
2834000	MURINE EYE DROPS & WASHER	0	71	0	0	0	0	0	0	71
2834000	MURINE EYE WASH	2140	5	57	0	0	0	0	0	2202
2834000	MURINE II EYE DROPS	0	10	0	0	0	0	0	0	10
2834000	NITROSTAT ANTI-ANGINAL AGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	OUTGRO	267	121	0	0	0	0	0	0	408
2834000	PERITRATE ETHICAL PHARMACEUTICAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	PREMARIN ETHICAL PHARMACEUTICAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	PROLOID ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	PYRIDIUM ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	RABRO PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	STERADENT TABLETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	TEDRAL ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834000	TRENDAR TABLETS	0	0	114	0	0	0	27	0	141
2834000	UTIBID ETHICAL PHARMACEUTICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Drugs Affecting Neoplasms, Endocrine System, and Metabolic Diseases										
2834100	DELADUMOE OB HORMONAL PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	DELALUTIN HORMONAL PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	DELESTROGEN HORMONAL PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	DILANTIN ANTICONVULSANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	EES 400 ERYTHROMYCIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	ELASE ENZYME DEBRIDING AGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	GAMULIN RH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	HRF HORMONAL PROD	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834100	ZAKONTIN ANTICONVULSANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

Drugs Acting on the Central Nervous System and Sense Organs										
2834200	ACTOPHEN LIQUID PAIN RELIEVER	C	0	2	0	0	C	0	0	2
2834200	ANACIN ANALGESIC	18665	6519	943	44	0	139	1355	0	27685
2834200	ANADIN ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	ANBESOL LIQUID PAIN RELIEVER	866	498	0	0	0	0	0	0	1364
2834200	ARTHRITIS PAIN FORMULA	2180	1349	0	0	0	C	0	0	3529
2834200	ATIVAN ANTI-ANXIETY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	BONJELA ORAL PAIN RELIEVING GEL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	CODIS ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	CYLEKT DRUG FOR BRAIN DYSFUNCTION	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	DANTRIUM SKELETAL MUSCLE RELAXAN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	DEMETRIN TRANQUILIZER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	DETTOL ORAL ANTISEPTIC MOUTHWASH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	DISPRIN ANALGESIC, ANTI-INFLAMMA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	DOPPEL-SPALT PAIN RELIEVER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	ETHRANE ANESTHETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	EVADYNE ANTIDEPRESSANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	FLAMINON NON-STEROIDAL ANTIARTHR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	HEET LINIMENT	526	737	0	0	0	0	0	0	1263
2834200	JUNIOR DISPRIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	KETALAR ANESTHETIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	KETALAR ANESTHETIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	LLOYDS CREAM ANALGESIC BALM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	MOMENTUM PAIN RELIEVER	819	13	0	0	0	0	0	0	832
2834200	MOTIVAL DRUGS FOR ANXIETY AND DE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	NEBS ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	NEMBUTAL SEDATIVES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	NORWICH ASPIRIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	PENTHRANE ANESTHETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	PENTOTHAL ANESTHETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	PLACIDYL SEDATIVES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	PONSTEL ANTI-ARTHRITIC AGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	PROLIXIN DECANOATE DRUGS FOR CEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	PROLIXIN DRUGS FOR CENTRAL NERVO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	PROLIXIN ENATHATE DRUGS FOR CENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	P/NSTAN ANALGESICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	QUIET WORLD CALMATIVE TABLETS	0	0	0	0	0	185	533	0	718
2834200	RHEUMA-SPALT PAIN RELIEVER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	SALOXIUM ARTHRITIS PAIN FORMULA	0	22	0	55	0	0	0	0	77
2834200	SERAX ANTI-ANXIETY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	SLEEP EZE TABLETS	929	520	0	0	0	0	0	0	1449
2834200	SOLPRIN ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	SOMINEX BED TIME COLD MEDICINE	0	6	0	0	0	0	0	0	6
2834200	SOMINEX TABLETS & CAPSULS	5316	1363	0	0	0	0	0	0	6659
2834200	SPALT ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	SPANDIN ARTHRITIS PAIN RELIEVER	0	14	17	0	0	0	0	0	31
2834200	SYNALGOS-DC ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	TRANSVASIN TOPICAL ANTIRHEUMATIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	TRANXENE ANTI-ANXIETY AGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	TRILLIUM ANALGESIC	C	708	0	15	0	0	0	0	723
2834200	VALADOL ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	VESPRIN DRUGS FOR CENTRAL NERVOU	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834200	VIVARIN STIMULANT TABLETS	C	0	749	0	0	0	0	0	749

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS OF DOLLARS)								
2834200	WYGESIC ANALGESIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
Drugs Acting on the Cardiovascular System										
2834300	CYCLOPASMOL VASODILATADOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	ENDURON CARDIOVASCULAR AGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	ENDUKONYL CARDIOVASCULAR AGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	HERPRINAR ANTI-COAGULANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	INDERAL CARDIOVASCULAR PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	ISORDIL VASODILATOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	MATURETIN CARDIOVASCULAR PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	PANHEPRIN ANTI-COAGULANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	PRONESTYL CARDIOVASCULAR PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	RAUDIXIN CARDIOVASCULAR PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	RAUTRAX CARDIOVASCULAR PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834300	RAUZIDE CARDIOVASCULAR PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Drugs Acting on the Respiratory System										
2834400		NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	ANAHIST COLD PREPARATIONS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	BENADRYL ANTIHISTAMINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	BENYLIN COUGH SYRUP	0	42	0	0	0	0	0	0	42
2834400	BENYLIN COUGH-COLD PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	BRONITIN FOR ASTHMA	0	263	0	0	0	0	0	0	263
2834400	COUGH LEM-SIP COUGH REMEDY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	DRISTAN CAPSULES	1200	321	0	0	0	0	0	0	1521
2834400	DRISTAN MIST	2575	1004	0	4	0	0	0	0	3583
2834400	DRISTAN NIGHT TIME MEDICINE	0	160	0	0	0	0	0	0	160
2834400	DRISTAN TABLETS	8448	2898	0	4	0	80	221	0	11651
2834400	DRISTAN VAPOR SPRAY	2118	656	0	0	0	0	0	0	2774
2834400	DRISTAN VAPORIZER	0	134	0	0	0	0	0	0	134
2834400	HALLS MENTHO-LYPTUS COUGH MEDICI	1604	457	54	0	0	0	0	0	2115
2834400	JUNIOR LEM-SIP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	LEM-SIP FOR RELIEF OF COLD SYMPT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	LISTERINE THROAT LOZENGES	514	260	16	0	0	462	0	0	1252
2834400	MENTHALIN MENTHOLATED DISPOSABLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	NEOCITRAN COLD MEDICINE	0	26	0	0	0	0	0	0	26
2834400	NEOCITRAN COLD MEDICINE CHILDREN	0	7	0	0	0	0	0	0	7
2834400	PERTUSSIN COUGH AND COLD REMEDIE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	PHENERGAN EXPECTORANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834400	PRIMATENE MIST	0	568	0	0	0	0	0	0	568
2834400	PRIMATENE TABLETS	3976	536	209	0	0	0	0	0	4721
2834400	SINUTAB SINUS REMEDY	2635	171	12	42	0	0	0	0	2860
2834400	SPEC-T COUGH & COLD PRODUCTS	0	0	2	17	3	0	0	0	22
2834400	VIRO MED FLU TABLETS	0	31	0	0	0	0	0	0	31
Drugs Acting on the Digestive or Genito-Urinary Systems										
2834500	ALCIN ANTACID	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500	AMINOSYN 5% AMINO ACID	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500	BISODOL ANTACID	0	73	239	79	67	0	0	0	458
2834500	BROMO-SELTZER ANTACID-ANALGESIC	0	1	0	0	0	0	0	0	1
2834500	CHLORASEPTIC MOUTH WASH & GARGLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500	DESOXYN ANDRETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500	EX-LAX FLAVORED AND UNFLAVORED L	0	2	0	0	0	0	0	0	2
2834500	EX-LAX FLAVORED LAXATIVE BAR	1142	470	0	0	0	0	0	0	1612

Digestive and Genito-Urinary Drugs (continued)

	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
	(IN THOUSANDS OF DOLLARS)								
2834500 EX-LAX LAXATIVE BAR & INSTANT MI	0	1	0	0	0	0	0	0	1
2834500 EX-LAX MULTIPRODUCT ADVERTISING	76	1	0	0	0	0	0	0	77
2834500 EX-LAX UNFLAVORED PILLS	1621	41	0	0	0	0	0	0	1662
2834500 FURADANTIN URINARY TRACT ANTIBAC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 FUROXONE GASTROINTESTINAL TRACT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 FYBOGEL NATURAL FIBRE BULKING AG	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 GAVISCON GASTRIC REFLUX SUPPRESS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 GENTLE DAY FREEZE DRIED MILK OF	0	70	0	0	0	0	0	0	70
2834500 LOROPHYN CONTRACEPTIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 LO/OVRAL CONTRACEPTIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 MACRODANTIN URINARY TRACT ANTIBA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 NORFORMS FEMININE SUPPOSITORIES	225	246	442	0	0	0	0	0	913
2834500 NORWICH GLYCERIN SUPPOSITORIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 OVRAL CONTRACEPTIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 PEPTO-BISMOL ANTI-DIARRHEAL	5221	1034	60	0	0	0	0	0	6315
2834500 POVAN PINWORM TREATMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 PREPARATION H SUPPOSITORIES & OI	5507	2015	1262	463	129	327	2024	0	11727
2834500 PRIPSEN ANTHELMINTIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 RENOQUID SULFONAMIDE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 RIOPAN ANTIACID	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 ROLAIDS ANTACID-ANALGESIC	5023	1498	0	0	0	419	0	0	6940
2834500 SERUTAN FLAVORED POWDERED LAXATI	0	4	0	0	0	0	0	0	4
2834500 SERUTAN LAXATIVE	0	550	540	59	414	0	0	0	1563
2834500 TRICOFURON VAGINAL TRACT ANTIBAC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834500 VASELINE HEMORR-AID OINTMENT	240	0	419	0	0	1288	0	0	1947

Drugs Acting on the Skin

2834600 ALEAVE ANAL CLEANSING LOTION	0	0	12	0	0	0	0	0	12
2834600 BICOZONE ANTI-ITCH CREME	0	0	177	49	33	0	0	0	259
2834600 CALADRYL LOTION	0	8	0	0	0	0	0	0	8
2834600 COMPOUND W WART REMOVER	1321	15	18	38	0	0	0	0	1392
2834600 DERMA SOFT CREME	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 DETTOL CREAM ANTISEPTIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 DETTOL OINTMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 DUBARRY MOISTURE PETALS CREAMS &	0	0	25	0	0	0	0	0	25
2834600 DUBARRY WHIPPED CREAM MAKE-UP	0	0	8	0	0	0	0	0	8
2834600 FUKACIN TOPICAL ANTIBACTERIAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 INFRA RUB	442	6	0	0	0	0	0	0	448
2834600 LAVACOL RUBBING ALCOHOL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 LISTEREX ACNE SCRUB	0	0	19	0	0	411	456	0	886
2834600 LISTERINE ANTISEPTIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 LISTEROL SPRAY DISINFECTANT	336	3	0	0	0	0	0	0	339
2834600 LOESTRIN ORAL CONTRACEPTIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 LUGRIDERM CREAM & LOTION	0	8	0	0	0	0	0	0	8
2834600 NORLESTRIN ORAL CONTRACEPTIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 NP-27 ATHLETE'S FOOT CARE	936	12	0	0	0	0	0	0	948
2834600 OCUSOL EYE DROPS	910	209	0	0	0	0	0	0	1119
2834600 OXIPOR VHC FOR PSORIASIS	104	109	0	20	0	0	9	0	242
2834600 SQUIEB EPI-CLEAR ACNE KIT	0	0	43	0	0	0	0	0	43
2834600 SUNDARE DERMATOLOGICAL AND HYPO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 SYL ANTISEPTIC BARRIER CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 TEXACORT DERMATOLOGICAL AND HYPO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834600 TEXAS PHARMACAL ACNE PRODUCTS	0	0	9	0	0	0	0	0	8
2834600 TRIAZURE RECALCITRANT PSORIASIS	NA	NA	NA	NA	NA	NA	NA	NA	NA

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

		NETWORK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWORK RADIO	SPOT RADIO	OUT DOOP	TOTAL* ADVER	
		(IN THOUSANDS)					(OF DOLLARS)				
Skin (continued)											
	2834600	UNGUENTINE FIRST AID SPRAY	0	0	0	0	0	281	181	0	462
	2834600	VALDERMA ANTISEPTIC SOAP AND CRE	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834600	VALPAK CREAM FACE PACK	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834600	VALPEDA FOOT BALM	NA	NA	NA	NA	NA	NA	NA	NA	NA
Vitamin, Nutrient, and Hematinic Preparations											
	2834700	COVISEC VITAMIN E CONCENTRATES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	COVITOL VITAMIN E CONCENTRATES	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	FAMILY VITAMINS	0	0	73	26	31	0	0	0	130
	2834700	FEMIRON TABLETS	1093	5	136	0	7	0	0	0	1234
	2834700	FERO-GRADUMET HEMATINICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	GERITOL LIQUID AND TABLETS	3508	471	257	0	7	0	0	0	4296
	2834700	GERITOL TABLETS	9933	894	0	0	0	0	0	0	10827
	2834700	IBERET HEMATINICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	MILVEX VITAMINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	MYADEC VITAMINS	0	17	0	0	0	0	0	0	17
	2834700	OPTILETS VITAMINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	SERTIN EFFERVESCENT VITAMIN C TA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	SQUIBB GOLDEN BOUNTY VITAMINS	0	14	7	83	47	0	0	0	144
	2834700	SUR-BEX VITAMINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	THERAGRA VITAMIN TABLETS	0	81	7	0	0	0	174	0	255
	2834700	THERAGRAN-M VITAMINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	VERSALON VITAMINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	VERSAMID VITAMINS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	VIGRA VITAMIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834700	VIVONEX ELEMENTAL DIETS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Drugs Affecting Parasitic and Infective Diseases											
	2834800	AMACILL PENICILLIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	CALCIMAR FOR TREATMENT OF PAGET	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	CHLOROMYCETIN ANTIBIOTIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	DETTOL ANTISEPTIC AND DISINFECTA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	DEXACILLIN ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	FUNGIZONE ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	HALOG ANTI-INFLAMMATORY COMPOUND	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	KENACORT ANTI-INFLAMMATORY COMPO	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	KENALOG ANTI-INFLAMMATORY COMPOU	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	MYCOLOG ANTI-INFLAMMATORY COMPOU	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	MYCOSTATIN ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	MYSTECIN-F ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	OMNIPEN ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	PENTIDS ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	PRINCIPEN ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	SUMYCIN ANTIBIOTICA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	UNIPEN ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	VECTRIN ANTIBIOTIC	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	VEETIDS ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	VELOSEF ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834800	WYCILLIN ANTIBIOTICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Veterinary Drugs											
	2834900	ACCO LAREDO HORSE CARE PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834900	AGRIPHARM ANIMAL HEALTH PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2834900	DAY-ONE BABY PIG VITAMINS	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS					OF DOLLARS)		-----	
S I C	PRODUCT NAME									
Veterinary Drugs (continued)										
2834900	DIKOCIDE VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	EQUIBAC II EQUINE PRODUCT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	EQUIPOISE VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	FAMILY DOG BRUSHING SPRAY	0	19	0	0	0	0	0	0	19
2834900	FARMACY ANIMAL HEALTH PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	GALLEMYCIN ERYTHROMYCIN FOR ANIM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	GILTEDGE ANIMAL HEALTH PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	HUBBARD ANIMAL HEALTH PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	IMMOBILON/REVIVON NEUROLEPTANALG	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	MEDI-PETS CANINE ANTICONVULSANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	OSBORN ANIMAL HEALTH PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	PANOLOG VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	PRINZONE VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	PURINA HEALTH AIDS	0	1	0	0	0	0	0	0	1
2834900	REA-PLEX BOVINE PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	SPECTAM ANTI-INFECTIONOUS FOR POUL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	TAG VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	TEVCO ANIMAL HEALTH PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	TODAY MASTITIS CONTROL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	VERMINUN VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	VETALOG VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	VETISULID VETERINARY PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2834900	WARREN PET SUPPLIES	NA	NA	NA	NA	NA	NA	NA	NA	NA

SOAP AND DETERGENTS

2840000	LEVER BROTHERS CO CONSUMER POLL	0	0	126	0	0	0	0	0	126
2840000	LEVER BROTHERS PERSONAL PRODUCTS	0	0	48	0	0	0	0	0	48
2840000	MORTON MULTI-PRODUCT ADVERTISING	0	0	18	0	14	0	6	0	38
2840000	PROCTER & GAMBLE HOUSEHOLD PRODU	0	0	0	0	29	0	0	0	29

NONHOUSEHOLD DETERGENTS

2841100	EXOTOL BIODEGRADABLE LIQUID DET	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841160	SHIELD GERMICIDEL DETERGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA

HOUSEHOLD DETERGENTS

2841200	ALL DISHWASHING DETERGENT	1070	672	0	33	0	0	1	0	1776
2841200	ALL LIQUID DETERGENT	0	1757	0	0	0	0	5	0	1762
2841200	ALL POWDER DETERGENT	4798	981	0	0	0	0	0	0	5779
2841200	ANNE PAGE DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841200	A&P DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841200	BOLD DETERGENT	1422	895	0	12	1	0	0	0	2330
2841200	BREEZE LAUNDRY DETERGENT	0	638	0	0	0	0	1	0	639
2841200	CASCADE DISHWASHER DETERGENT	3184	950	1687	40	0	0	0	0	5861
2841200	CHEER LAUNDRY DETERGENT	8386	869	0	70	0	0	0	0	9325
2841200	COLD WATER ALL LIQUID DETERGENT	0	43	0	0	0	0	0	0	43
2841200	COLD WATER ALL POWDER DETERGENT	0	9	0	170	0	0	0	0	179
2841200	DASH DETERGENT	2615	1746	0	13	0	0	0	0	4374

			NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER*
			(IN THOUSANDS)					OF DOLLARS)			
HOUSEHOLD DETERGENTS (continued)											
	2841200	DAWN DISHWASHING LIQUID	0	698	0	0	0	0	0	0	698
	2841200	DIAPER PURE POWDER	0	0	12	0	0	0	0	0	12
	2841200	DOVE-FOR-DISHES LIQUID	1377	306	0	0	0	0	1	0	1684
	2841200	DREFT DETERGENT	826	6	0	0	0	0	0	0	832
	2841200	DRIVE LAUNDRY DETERGENT	212	453	0	50	34	0	0	0	749
	2841200	DUZ DETERGENT	243	317	0	4	0	0	0	0	564
	2841200	EGO LIQUID LAUNDRY DETERGENT	0	135	0	53	0	0	0	0	188
	2841200	EIGHT O'CLOCK DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	ERA LIQUID DETERGENT	3692	9847	0	71	0	0	0	0	13610
	2841200	GAIN DETERGENT	2341	718	0	6	0	0	0	0	3065
	2841200	GILLETTS DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	IVORY LIQUID DETERGENT	6539	2617	1181	41	0	0	0	0	10378
	2841200	IVORY SNOW POWDER	1030	800	0	0	0	0	0	0	1830
	2841200	JANE PARKER DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	JIF LIQUID HOUSEHOLD CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	JOY LIQUID DETERGENT	5874	2087	637	116	0	0	0	0	8714
	2841200	JOY & CHEER DETERGENTS	0	113	0	28	0	0	0	0	141
	2841200	LUX LIQUID DETERGENT	1349	667	0	0	0	0	6	0	2022
	2841200	MARVEL DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	MIRACLE WHITE NON-POLLUTING DETE	0	26	0	22	0	0	0	0	48
	2841200	MIRACLE WHITE POWERIZER	0	493	0	0	0	0	346	0	839
	2841200	MIRACLE WHITE SOIL & STAIN REMOV	0	65	44	177	0	0	0	0	306
	2841200	MIRACLE WHITE SUPER CLEANER	0	0	38	107	0	0	0	0	145
	2841200	MR CLEAN ALL PURPOSE CLEANER	2150	1068	0	51	0	0	0	0	3269
	2841200	OUR OWN DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	OXYDOL LAUNDRY DETERGENT	1530	1654	0	0	0	0	1	0	3185
	2841200	RINSO POWDER DETERGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	SALVO TABLET DETERGENT	0	47	0	0	0	0	0	0	47
	2841200	SCHIFFON DETERGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	SPIC & SPAN CLEANER	0	877	15	7	1867	0	0	0	2766
	2841200	SUN DISHWASHING POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	SUNLIGHT DETERGENT	0	30	0	0	0	0	0	0	30
	2841200	SUNLIGHT DISHWASHING LIQUID	0	14	0	0	0	0	0	0	14
	2841200	SUPER DMP	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	THRILL LIQUID DETERGENT	395	700	0	12	0	0	0	0	1107
	2841200	TIDE LAUNDRY DETERGENT	9034	1390	993	80	31	0	0	0	11528
	2841200	TOP JOB CLEANER	1217	1594	0	6	0	0	0	0	2817
	2841200	WISK LIQUID DETERGENT	5277	2135	0	0	0	0	3	0	7415
	2841200	WOOLITE LIQUID & POWDER COLD WAT	5300	1751	126	124	5	0	0	0	7306
	2841200	WOOLITE MACHINE WASH	0	1	0	0	0	0	0	0	1
	2841200	YUKON DETERGENTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841200	ZERO COLD WATER WASH	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841211	MILD WHITE DISHWASHING LIQUID	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2841220	BRIGHT LAUNDRY DETERGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hard Surface Cleaners	2841240	HARPIC LAVATORY CLEANSER	NA	NA	NA	NA	NA	NA	NA	NA	NA
Scouring Cleaners	2841253	BON AMI POWDERED CLEANSERS	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK TV	SPOT TV	MAGA-ZINES	NEWS-PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C	PRODUCT NAME	(IN THOUSANDS)					(OF DOLLARS)			
2841253	COWET CLEANSER	3514	1693	0	0	0	0	0	0	5207
2841253	VIM SCOURING POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
Presoaks										
2841261	AMAZE PRE-SOAK	0	2	0	0	0	0	0	0	2
2841261	BIZ PRE-SOAK LAUNDRY AID	1415	1052	0	29	0	0	0	0	2496
2841261	GOLDILOCKS PAN CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841261	MAGIC PRE-WASH SPRAY CLEANER	566	321	0	11	0	0	0	0	898
2841261	NIAGARA LAUNDRY SPRAY PRE-CLEANE	0	40	3	0	0	0	0	0	43
2841261	TERRIFIC LAUNDRY PRE-WASH	0	451	0	0	0	0	0	0	451
Household Soaps										
2841300	DIAL PRODUCTS SWEEPSTAKES	0	0	513	0	0	0	0	0	513
Toilet Soaps										
2841311	ATLANTIK TOILET SOAP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841311	BREEZE TOILET SOAP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841311	CAMAY SOAP	2039	960	0	0	0	0	0	0	2999
2841311	CARESS TOILET SOAP	1928	3536	0	82	0	0	0	0	5546
2841311	COAST DEODORANT SOAP	0	277	20	0	0	0	0	0	297
2841311	DIAL DEODORANT SOAP	4323	235	3	96	0	883	86	0	5626
2841311	DOVE TOILET SOAP	3494	1100	0	0	0	0	0	0	4594
2841311	IVORY BAR SOAP	4405	1425	0	16	0	0	13	0	5859
2841311	JERGENS LOTION SOAP	217	0	312	6	0	0	0	0	535
2841311	LAVA HAND SOAP	548	252	0	10	6	0	0	0	816
2841311	LIFEBUOY SOAP	2047	149	0	0	0	0	9	0	2205
2841311	LUX TOILET SOAP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841311	LYRIL TOILET SOAP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841311	NATURE SCENTS BAR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841311	OLD FASHIONED MILK SOAP	0	42	0	0	0	0	0	0	42
2841311	PEARS COMPLEXION SOAP	0	0	73	0	0	0	0	0	73
2841311	PHASE III DEODGRANT SOAP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841311	REXONA TOILET SOAP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2841311	SAFEGUARD DEODORANT SOAP	3450	1409	0	109	10	0	0	0	4978
2841311	SNOOPY CLEAN UP TEAM	87	27	0	0	0	0	0	0	114
2841311	SNOOPY SOAPERS	294	152	0	0	0	0	0	0	446
2841311	TONE BAR SOAP	4225	541	0	406	0	0	0	0	5172
2841311	WOODBURY SOAP	737	65	0	246	0	0	0	0	1048
2841311	YARDLEY SOAPS	241	1083	201	46	0	0	0	0	1571
2841311	ZEST DEODORANT SOAP	4351	1722	0	5	26	0	17	0	6121
Laundry Soaps										
2841313	RIN BAR DETERGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
Medicated Soaps										
2841351	JERGENS CLEAR MEDICATED COMPLEXI	0	0	11	0	0	0	0	0	11
POLISHES AND SANITATION GOODS										
Bleaches										
2842240	FIESTA BLEACH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842243	BRIGHT LIQUID BLEACH	NA	NA	NA	NA	NA	NA	NA	NA	NA

S I C PRODUCT NAME		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)					OF DOLLARS)			
2842243	JAVEL BLEACH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842243	MIRACLE WHITE POWDERED BLEACH	0	3	0	0	0	0	0	0	3
Specialty Cleaning Products, Unspecified										
2842300	CENTER SANITATION GOODS AND SERV	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842300	FANTASTIK SPRAY CLEANER	4010	1855	0	0	0	0	0	0	5865
2842300	GLASS*PLUS CLEANER	1169	799	0	12	0	0	0	2	1982
2842300	GREASE RELIEF KITCHEN & LAUNDRY	3440	1	301	0	0	0	0	0	3742
2842300	JANITOR IN A DRUM CLEANER	0	1	0	0	0	0	0	0	1
2842300	K2R SPOT-LIFTER	0	1	523	0	0	0	0	0	524
2842300	OXFORD SANITATION GOODS AND SERV	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842300	SANFAX SANITATION GOODS AND SERV	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842300	SPRAY'N WASH LAUNDRY SOIL & STAI	4084	1530	0	0	0	0	0	0	5614
2842300	TEXIZE CLEANER	0	8	0	0	0	0	0	0	8
2842300	TEXIZE PINE OIL	0	434	0	0	0	0	0	0	434
Glass Cleaners										
2842311	EASY-OFF LIQUID WINDOW CLEANER	531	1	0	0	0	0	0	0	532
2842311	GLASSEX WINDOW CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842311	WINDOLENE AEROSOL GLASS POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842311	WINDOLENE EMULSION GLASS POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
Oven Cleaners										
2842321	EASY-OFF OVEN CLEANER	3575	791	64	138	0	0	0	0	4588
2842321	GLAMORENE OVEN CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842321	MANSION OVEN PAD OVEN CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
Toilet Bowl Cleaners										
2842331	DEPENDO AUTOMATIC BOWL CLEANER	0	94	0	0	0	0	0	0	94
2842331	DRAIN POWER DRAIN OPENER	927	436	147	6	0	0	0	0	1516
2842331	SANI-FLUSH BOWL CLEANERS	979	1429	17	0	0	0	0	0	2425
2842331	SNO BOL AUTOMATIC BOWL CLEANER	0	1	0	17	0	0	0	0	18
2842331	SNO BOL BOWL CLEANER LIQUID	0	9	28	0	0	0	0	0	37
2842331	SNO BOL CRYSTAL BOWL CLEANER	0	160	0	0	0	0	0	0	160
Disinfectants										
2842332	CLEEN-O-PINE CLEANER AND DISINF	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842332	DIAPER SWEET DESINFECTANT AND DE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842332	DRUMMER LAVATORY SANITIZER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842332	INDUSTRIAL SANPIC PINE DISINFECT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842332	OVERTIME SPRAY DISINFECTANT DEOD	0	65	0	0	0	0	0	0	65
2842332	SANPIC DISINFECTANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
Rug Cleaners										
2842351	BLUE LUSTRE CARPET SHAMPOO	135	34	0	0	0	0	0	0	169
2842351	BLUE LUSTRE UPHOLSTERY CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842351	CLEANDRI FOAM CARPET SHAMPOO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842351	GLAMORENE DRY RUG CLEANER	0	58	0	0	0	0	0	0	58
2842351	GLAMORENE LIQUID RUG CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842351	GLAMORENE UPHOLSTERY SHAMPOO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842351	HR2 RUG SHAMPOO & SHAMPOOER	0	407	0	0	0	0	0	0	407
2842351	RINSENVAC CLEANER	415	502	0	0	0	0	0	0	917
2842351	RINSENVAC DEFOAMER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842351	RINSENVAC PRESPOTTER	NA	NA	NA	NA	NA	NA	NA	NA	NA

[illegible]

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWS- SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C	PRODUCT NAME	(IN THOUSANDS)					(OF DOLLARS)			
2842398	ZUD RUST & STAIN REMOVER	0	221	18	0	0	0	0	0	239
Polishing Preparations										
2842400	ANNE PAGE WAXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842400	ARP WAXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842400	EIGHT O'CLOCK WAXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842400	JANE PARKER WAXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842400	MARVEL WAXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842400	OUR OWN WAXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842400	WRENS DUBBIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842400	YUKON WAXES	NA	NA	NA	NA	NA	NA	NA	NA	NA
Automobile Polish										
2842411	SIMONIZ AUTOMOTIVE CLEANER	0	0	213	0	0	0	0	0	213
2842411	SIMONIZ ROYALE CAR WAX	0	0	232	0	0	0	0	0	232
2842411	VALMA AUTOMOBILE WAX	NA	NA	NA	NA	NA	NA	NA	NA	NA
Furniture Polish										
2842415	AEROWAX FURNITURE POLISH	0	0	0	25	0	0	0	0	25
2842415	LAVENDO FLOOR AND FURNITURE POLI	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842415	MANSSION POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842415	MIN CREAM FURNITURE POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842415	MR SHEEN AEROSOL CLEANER POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842415	OLD ENGLISH FURNITURE POLISH	0	720	15	0	0	0	0	0	735
Floor Polish										
2842420	AEROWAX LIQUID FLOOR WAX	771	185	0	0	0	0	0	0	956
2842420	BOURNE SEAL FLOOR SEAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	BRUCE FLOOR WAX	0	0	0	55	0	0	0	0	55
2842420	CARDINAL TILE POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	CLEANER 53 FLOOR CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	CRETACOL COLOURED SEAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	GIANT FLOOR WAX	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	GLEEM FLOOR SEAL	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	HICLEAN FLOOR CLEANING DETERGENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	PREP FLOOR CLEANER IN TABLET FOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842420	VIM LIQUID FLOOR CLEANER	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842421	AQUAVISION EMULSION POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842421	HIBUFF EMULSION POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842421	HILIGHT EMULSION POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842421	PRISM ACRYLIC EMULSION POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842421	TILEGLOSS EMULSION POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842421	VISION EMULSION POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842423	FLOORGUARD LIQUID WAX POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842423	SEEL SELF SHINE LIQUID FOR FLOOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
Shoe Polish										
2842440	CHERRY BLOSSOMS SHOE POLISH	NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	GRIFFIN SHOF POLISH	0	233	0	0	0	0	0	0	233
2842440	KANFORT SHOF CARE PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

			NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
			TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
			(IN THOUSANDS OF DOLLARS)								
S I C	PRODUCT NAME										
Shoe Polish (continued)											
2842440	MELTONIAN ALL LEATHER SHINE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	MELTONIAN GREASE AND TAR REMOVER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	MELTONIAN PROTECTOR		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	MELTONIAN SELF SHINE POLISH		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	MELTONIAN SHOE CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	MELTONIAN STAIN REMOVER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	MELTONIAN SUEDE SPRAY		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	MELTONIAN WATERSTOP		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	PADAWAX IMPREGNATED SPONGE SHOE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	TANA SHOE CARE PRODUCTS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842440	WRENS SHOE POLISH		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842444	PROPERTS SADDLE SOAP		NA	NA	NA	NA	NA	NA	NA	NA	NA
Leather Dressings											
2842460	MELTONIAN ANILINE CREAM		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842460	MELTONIAN ANTIQUE LEATHER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842460	MELTONIAN EASY WHITE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842460	MELTONIAN KIDDS STUFF		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842460	MELTONIAN PATENT LEATHER		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842460	MELTONIAN PATENT SPRAY		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842460	MELTONIAN SPORTS WHITE		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842460	MELTONIAN SUEDE DRESSING		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842465	WRENS LEATHER OIL		NA	NA	NA	NA	NA	NA	NA	NA	NA
Metal Polish											
2842498	BLUEBELL METAL POLISH		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842498	BRASSO METAL POLISH		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842498	DURAGLIT POLISH WADDING		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842498	NOXON METAL POLISH		0	140	0	7	0	0	0	0	147
2842498	SILVO SILVER POLISH		NA	NA	NA	NA	NA	NA	NA	NA	NA
2842498	ZEBRITE GRATE POLISH		NA	NA	NA	NA	NA	NA	NA	NA	NA
TEXTILE AND LEATHER FINISHES											
2843071	CLIMAX LEATHER FINISHES		NA	NA	NA	NA	NA	NA	NA	NA	NA
TOILET PREPARATIONS											
Toiletries, Unspecified											
2844000	BARBIE TOILETRIES		NA	NA	NA	NA	NA	NA	NA	NA	NA
2844000	DREAMFLOWER COSEMETIC PRODUCTS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2844000	JEAN NATE MULTI-PRODUCT		0	961	0	0	0	0	0	0	961
2844000	JERGENS GIFT SETS		64	0	0	0	0	0	0	0	64
2844000	PEGGY SAGE COSEMETIC PRODUCTS		NA	NA	NA	NA	NA	NA	NA	NA	NA
2844000	PROCTER & GAMBLE TOILETRIES MULT		0	0	0	144	183	0	0	0	327
2844150	AQUA VELVA AFTER SHAVE LOTIONS		2243	139	0	0	0	0	0	0	2382

		NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
S I C	PRODUCT NAME	(IN THOUSANDS)					(OF DOLLARS)			
Aftershave										
2844156	ROYALL LYME	NA	NA	NA	NA	NA	NA	NA	NA	NA
Perfumes, Toilet Waters, and Colognes										
2844200	ABANO FRAGRANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	AVIANCE FRAGRANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	CACHET FRAGRANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	ELNETT PERFUME	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	ERNO LASZLO BEAUTY CONSULTANTS	0	0	131	0	32	0	0	0	103
2844200	GERMAINE MONTEIL PERFUME	0	1	102	0	0	0	0	0	103
2844200	GOLDEN AUTUMN FRAGRANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	HALSTON PERFUME	0	0	158	0	0	0	0	0	158
2844200	JEAN D'ALBRET PERFUME	0	0	48	0	0	0	0	0	48
2844200	JEAN NATE PERFUME	0	458	0	0	0	0	0	0	458
2844200	JEAN PATOU PERFUME	0	0	257	0	12	78	121	0	408
2844200	LANVIN PERFUME & BATH TOILETRIES	0	18	191	0	22	0	0	0	231
2844200	LENTHERIC PERFUME	157	319	30	0	0	0	0	0	506
2844200	MAX FACTOR CREME PERFUME COMPACT	142	149	0	0	0	0	0	0	291
2844200	MAX FACTOR PERFUME	208	312	76	0	0	0	0	0	596
2844200	MORNY PERFUME	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	PRINCE MATCHABELLI PERFUME	5066	610	409	0	0	0	0	0	6065
2844200	PRINCE MATCHABELLI PERFUME & BAT	0	0	55	0	0	0	0	0	55
2844200	PROPHECY FRAGRANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	SCANDIA PERFUME	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	STEPHEN BURROW'S PERFUME	574	286	209	0	0	0	0	0	1069
2844200	TUVACHE PERFUME	0	42	0	0	0	0	0	0	42
2844200	VU PERFUME	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	WIND SONG FRAGRANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844200	YARDLEY PERFUMES	0	0	0	0	0	165	0	0	165
2844200	YVES SAINT LAURENT COLOGNE FOR M	0	0	99	0	29	0	0	0	128
2844200	YVES SAINT LAURENT PERFUME	0	628	242	0	0	0	0	0	870
2844232	BURLEY COLOGNE & AFTERSHAVE LOTI	339	0	144	0	0	0	19	0	502
2844232	MON TRIOMPHE MENS COLOGNE	697	54	0	0	0	0	0	0	751
2844300	DENOREX MEDICATED SHAMPOO	652	388	0	0	0	76	0	0	1116
2844300	GEE YOUR HAIR SMELLS TERRIFIC SH	141	67	93	0	0	36	7	0	344
2844300	GERMAINE MONTEIL SHAMPOO	0	0	14	0	0	0	0	0	14
2844300	HEAD & SHOULDERS LOTION SHAMPOO	0	0	445	0	74	0	0	0	519
2844300	HEAD & SHOULDERS SHAMPOOS	7759	1991	0	124	0	0	0	0	9874
2844300	PRELL CONCENTRATE SHAMPOO	2334	1086	0	0	0	0	0	0	3420
2844300	PRELL LIQUID SHAMPOO	2381	1401	0	0	0	0	0	0	3782
2844300	PRELL SHAMPOOS & SECRET DEODORAN	0	0	0	32	34	0	0	0	66
2844300	SELSUM BLUE ANTIDANDRUFF SHAMPOO	3469	22	124	0	0	0	0	0	3615
2844300	VAN ESS SHAMPOO	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844300	YARDLEY SHAMPOOS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844310	LOXENE MEDICATED SHAMPOOS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844310	SUPERSOFT SHAMPOOS	NA	NA	NA	NA	NA	NA	NA	NA	NA

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS					OF DOLLARS)		-----	
S I C	PRODUCT NAME									
Hair Tonics										
2844321	RES DAN DANDRUFF TREATMENT	0	1	0	0	0	0	0	0	1
2844321	VASELINE HAIR TONIC	0	0	0	0	0	0	1	0	1
2844321	VIGOROL TONIC	0	0	0	0	0	0	5	0	5
Home Permanents										
2844336	LILT HOME PERMANENT	866	151	0	0	0	0	0	0	1017
Hair Dressings										
2844341	GROOM & CLEAN HAIR DRESSING	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hair Bleach										
2844351	ANDREA CREME BLEACH	0	0	10	0	0	0	0	0	10
Hair Spray										
2844363	COSSACK MENS HAIR SPRAY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844363	SUPERSOFT HAIR SPRAYS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hair Rinses										
2844365	SUPERSOFT CONDITIONERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Hair Preparations										
2844398	ANDREA GOODBYE DYE REMOVER	0	0	1	0	0	0	0	0	1
Dentifrices										
2844400	VINCE DENTIFRICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Toothpaste										
2844411	AIM TOOTHPASTE	7364	2328	1558	110	31	0	2	0	11393
2844411	CLOSE-UP TOOTHPASTE	4499	2666	161	52	0	0	0	0	7378
2844411	CLOSE-UP TOOTHPASTE PREMIUM OFFE	0	0	14	0	0	0	0	0	14
2844411	CLOSE-UP TOOTHPASTE SWEEPSTAKES	0	0	111	0	0	0	2	0	113
2844411	CREST TOOTH PASTE	11216	4399	1651	127	14	0	0	0	17407
2844411	DURBANS TOOTHPASTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844411	GLEEM II TOOTHPASTE	4426	1939	40	0	15	0	0	0	6420
2844411	GLEEM TOOTHPASTE	0	0	0	2	12	0	0	0	20
2844411	KOLYNOS TOOTHPASTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844411	LISTERINE TOOTHPASTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844411	PEPSODENT TOOTHPASTE	1750	223	0	0	0	0	0	0	1973
2844411	PRODENT TOOTHPASTE AND TOOTHBRUS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844411	PUNCH & JUDY CHILDRENS TOOTHPAST	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844411	SR TOOTHPASTE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Toothpowder										
2844431	PEPSODENT TOOTH POWDER	NA	NA	NA	NA	NA	NA	NA	NA	NA
Denture Cleaners										
2844451	DENALAN DENTURE CLEANER	0	165	0	0	0	0	0	0	165
2844451	EFFERDENT DENTURE CLEANSER TABLE	3968	145	0	0	0	0	0	0	4113
Mouthwashes										
2844473	EXTEND MOUTHWASH/GARGLE	0	102	27	0	0	0	0	0	135
2844473	LISTERINE ORAL ANTISEPTIC	6183	1821	111	24	0	0	14	0	8153

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- LINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										
2844473	LISTERMINT MOUTH WASH	0	2	0	0	0	0	0	0	2
2844473	SCOPE MOUTHWASH	4924	1810	370	125	94	0	0	0	7323
Breath Fresheners										
2844475	DYNAMINTS BREATH MINTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Oral Hygiene Products										
2844498	EFFERGRIP DENTURE ADHESIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844498	PERMA-GRIP DENTURE ADHESIVE CREA	0	0	7	0	0	0	0	0	7
2844498	STERADENT DENTURE CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844498	STERA-FIX DENTURE FIXATIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cosmetics, Unspecified										
2844500	ALEXANDRA DE MARKOFF COSMETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	ANNE FRENCH CREAMS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	ASTRAL SKIN CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	CHARLES OF THE RITZ CREAMS & LOT	0	0	107	0	0	0	0	0	107
2844500	COUNTESS ISSERLYN MAKE-UP	0	0	41	0	0	0	0	0	41
2844500	CYCLAX COSMETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	DEN COSMETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	GERBER BABY CARE PRODUCTS & FOOD	161	0	79	0	0	0	0	0	240
2844500	GERMAINE MONTEIL COSMETICS	0	50	33	0	0	0	0	0	83
2844500	GERMAINE MONTEIL CREAMS & LOTION	0	0	107	0	0	0	0	0	107
2844500	GERMAINE MONTEIL MAKE-UP	0	0	29	0	0	0	0	0	29
2844500	IMMAC MAKE UP LINE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	JB WILLIAMS ROSE MILK DISTRIBUTO	0	542	0	0	0	0	0	0	542
2844500	JEAN NATE CREAMS LOTIONS & SOAPS	0	32	22	0	0	0	0	0	54
2844500	JERGENS LOTION	1584	27	0	0	0	0	0	0	1611
2844500	L'OREAL COSMETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	MAX FACTOR COSMETICS	0	90	0	0	0	0	0	0	90
2844500	MAX FACTOR ERACE	0	0	84	0	0	0	0	0	84
2844500	MAX FACTOR EYE & CHEEK MAKE-UPS	0	0	58	0	0	0	0	0	58
2844500	MAX FACTOR GEMINESSE PHOTO FACIA	0	0	23	0	0	0	0	0	23
2844500	MAX FACTOR MAKE-UP	0	34	0	0	0	0	0	0	34
2844500	MAX FACTOR MULTIPRODUCT ADVERTIS	0	52	0	0	0	0	0	0	52
2844500	MAX FACTOR PURE MAGIC MEDICATED	392	230	34	0	0	0	0	0	656
2844500	MAX FACTOR ULTRALUCENT MAKE-UP	474	858	91	0	0	0	0	0	1423
2844500	MAX FACTOR ULTRALUCENT MAKE-UP &	0	0	153	0	0	0	0	0	153
2844500	MAX FACTOR ULTRALUCENT MULTIPROD	0	0	30	0	0	0	0	0	30
2844500	MAX FACTOR YOGURT SKIN CARE COLL	0	0	74	0	0	0	0	0	74
2844500	MISS DEN COSMETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	NUTRIN COSMETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	ORLANE COSMETICS	0	0	129	0	0	0	0	0	129
2844500	ROGER PARA COSMETICS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844500	SUDDEN BEAUTY FACIAL MASK	0	0	260	0	0	0	0	0	260
2844500	VIVIANE WOODARD COSMETICS	0	0	7	0	0	0	0	0	7
2844500	YARDLEY MAKE-UP	0	91	0	0	0	0	0	0	91
2844500	YARDLEY TOILETRIES FOR MEN	0	0	20	0	0	0	0	0	20
Cosmetic Creams										
2844510	ANGEL FACE MAKEUP	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844510	ANGEL SKIN COSEMETIC PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844510	PONDS COLD CREAM	783	187	0	0	0	0	0	0	970
2844510	PONDS CREAMS & LOTIONS	0	3	0	0	0	0	0	0	3

		NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
		(IN THOUSANDS)					OF DOLLARS)			
S I C	PRODUCT NAME									
Cosmetic Creams (continued)										
2844510	PONDS SKIN CREAMS PREMIUM OFFER	0	0	102	0	0	0	0	0	102
2844510	VASELINE BABY CARE PRODUCTS PREM	0	0	52	0	0	0	0	0	52
2844510	VASELINE DEEP MASSAGE	0	3	0	0	0	0	0	0	3
2844510	VASELINE INTENSIVE CARE LOTION	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844510	VASELINE INTENSIVE CARE LOTION	3831	199	134	114	72	288	421	0	5059
2844510	VASELINE INTENSIVE CARE LOTION &	0	0	0	0	58	0	0	0	58
2844510	VASELINE INTENSIVE CARE PREMIUM	0	0	128	0	0	0	0	0	128
2844510	VASELINE PETROLEUM JELLY	1431	93	0	0	0	0	0	0	1524
Suntan Lotion										
2844515	BAIN DE SOLEIL SUNTAN PRODUCTS	0	4	36	0	0	0	175	0	215
Hand Lotion										
2844518	CORN HUSKERS HAND LOTION	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844518	DIRECT AID HAND LOTION	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844518	HAND SAVER LOTION	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844518	JERGENS DIRECT AID HAND LOTION	2057	0	0	0	0	0	0	0	2057
2844518	NULON HAND CREAM	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other Lotions										
2844519	AQUA VELVA GIFT SET	0	6	0	0	0	0	0	0	6
2844519	WILLIAMS LECTRIC SHAVE LOTION	1457	66	0	0	0	0	0	0	1523
Lipstick										
2844521	ALLERCREME HY-ALL LIPSTICK & NAI	0	0	29	0	0	0	0	0	29
2844521	CUTEX LIPSTICK	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844521	GERMAINE MONTEIL LIPSTICK	0	0	36	0	0	0	0	0	36
2844521	MAX FACTOR GEMINESSE BUFF-ON LIP	0	0	15	0	0	0	0	0	15
2844521	MAX FACTOR LIP GLOSS	0	0	41	0	0	0	0	0	41
2844521	MAX FACTOR LIPSTICK	0	562	0	0	0	0	0	0	562
2844521	MAX FACTOR PURE MAGIC LIP & EYE	388	176	36	0	0	0	0	0	600
2844521	MAX FACTOR PURE MAGIC LIPSTICK	143	23	14	0	0	0	0	0	180
2844521	MAX FACTOR ULTRALUCENT LIPSTICK	0	3	180	0	0	0	0	0	183
2844521	MAX FACTOR ULTRALUCENT LIPSTICK	0	0	47	0	0	0	0	0	47
2844521	YARDLEY LIP SLICKERS	0	0	103	0	0	0	0	0	103
2844521	YARDLEY LIPSTICKS	0	4	14	0	0	66	0	0	84
2844521	YARDLEY POT O GLOSS LIP GLOSS	0	0	13	0	0	0	0	0	13
Eye Preparations										
2844523	ALLERCREME HYPO-ALLERGENIC EYE M	0	0	29	0	0	0	0	0	29
2844523	AZIZA EYE COSMETICS	0	228	473	0	0	0	0	0	701
2844523	CUTEX EYE MAKE-UPS	0	0	59	0	0	0	0	0	59
2844523	GERMAINE MONTEIL EYE MAKE-UP	0	0	55	0	0	0	0	0	55
2844523	MAX FACTOR EYE MAKE-UP	640	1029	430	0	0	0	0	0	2099
2844523	MAX FACTOR PURE MAGIC EYE MAKE-U	49	19	47	0	0	0	0	0	115
2844523	MAX FACTOR ULTRALUCENT EYE MAKE-	0	14	0	0	0	0	0	0	14
2844523	YARDLEY EYE MAKE-UP	0	0	177	0	0	47	43	0	267
Deodorants										
2844527	DAY LONG ANTIPERSPIRANT DEODORAN	NA	NA	NA	NA	NA	NA	NA	NA	NA
2844527	DIAL ANTIPERSPIRANT SPRAY	4439	12	0	0	0	0	0	0	4451
2844527	DIAL SPRAY DEODORANTS	7	0	0	0	0	0	0	0	7
2844527	DIAL VERY DRY ANTIPERSPIRANT	0	0	263	0	0	0	0	0	263
2844527	MAN POWER ANTIPERSPIRANT	1456	0	159	98	0	0	0	0	1713

[illegible]

PAINTS AND FINISHES

[illegible]

[illegible]

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
				(IN THOUSANDS)			OF DOLLARS)			
2870000	PAR EX CHEMICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2870000	RIGO AGRICULTURAL CHEMICALS	NA	NA	NA	NA	NA	NA	NA	NA	NA
2870000	RIVERSIDE FERTILIZERS	0	5	0	0	0	0	0	0	5
2870000	SCOTTS FERTILIZERS	0	0	487	0	194	0	0	0	681
2870000	SCOTTS LAWN PRODUCTS	0	230	0	0	0	216	0	1	447
2870000	SCOTTS TURF BUILDER	0	791	0	0	0	118	0	0	909
2870000	SMITH-DOUGLASS FERTILIZER	0	0	0	0	0	0	7	0	7
2870000	VIGORO FERTILIZER	0	645	0	0	0	0	282	1	928
2870000	WONDERGRO FERTILIZER	0	2	0	0	0	0	0	0	2
2874300	SCOTTS PLUS 2 WEED KILLER & TURF	0	19	0	0	0	28	0	0	47
INSECTICIDES AND HERBICIDES										
Agricultural Insecticides										
2879000	DIPEL INSECTICIDE	0	9	0	0	0	0	0	0	9
2879000	PRO-GIBB PLANT GROWTH REGULATOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
2879000	PURINA GERMICIDE	0	4	0	0	0	0	0	0	4
2879000	PURINA INSECTICIDES	0	1	0	0	0	0	0	0	1
2879100	ANTROL ANT KILLER	0	58	0	0	0	0	0	0	58
2879100	SCOTTS PEST CONTROLS	0	0	30	0	0	0	0	0	30
2879100	SNAROL INSECTICIDE	0	32	0	0	0	0	0	0	32
Fungicides										
2879300	CHEMSTOR GRAIN PRESERVATIVE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2879300	GLYODIN-BENLATE FUNGICIDE	NA	NA	NA	NA	NA	NA	NA	NA	NA
2879300	LIVESTOCK AND FARM SPRAY	NA	NA	NA	NA	NA	NA	NA	NA	NA
2879300	PROTECTOR 3L SEED TREATMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
2879300	TERRA-LITE SOILS & SOIL CONDITIO	0	1	38	0	0	0	0	0	39
Household Insecticides										
2879400	BLACK FLAG INSECTICIDES	1000	659	0	48	0	0	5	0	1712
2879421	FLORET AEROSOL FLY AND INSECT KI	NA	NA	NA	NA	NA	NA	NA	NA	NA
MISCELLANEOUS CHEMICALS										
ADHESIVES AND SEALANTS										
Glue and Cement										
2891000	ELMERS CHINA & GLASS CEMENT	0	0	6	0	0	0	0	0	6
2891000	ELMERS CONTACT CEMENT	0	0	15	0	0	0	0	0	15
2891000	ELMERS GLUE-ALL	727	5	7	0	0	0	0	0	739
2891000	ELMERS SCHOOL GLUE	220	3	7	0	0	0	0	0	230
2891000	ELMER'S GLUES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2891000	METRO ADHESIVES	NA	NA	NA	NA	NA	NA	NA	NA	NA
2891000	MILLIGAN ADHESIVES	NA	NA	NA	NA	NA	NA	NA	NA	NA

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(IN THOUSANDS OF DOLLARS)										

Sealers

2891500 THORO-SEAL CEMENTITIOUS WALLS

NA NA NA NA NA NA NA NA NA NA

OTHER CHEMICAL PREPARATIONS

Fatty Acids

2899200 HUMKO ACIDS

NA NA NA NA NA NA NA NA NA NA

2899553 RIT LIQUID & POWDER DYES

0 0 512 0 0 0 0 0 512

2899579 RAINDROPS WATER SOFTENER

NA NA NA NA NA NA NA NA NA NA

Lighter Fluids

2899593 WIZARD CHARCOAL LIGHTER

0 211 0 0 0 0 0 0 211

PETROLEUM REFINING

2911000 VICKERS PETROLEUM CORP GENERAL P

0 47 11 0 0 0 0 0 58

Lubricating Oils

2911700 AGWAY DRIVER SEALER

0 33 0 0 0 0 0 0 33

2911721 SAFEWAY MOTOR OIL

NA NA NA NA NA NA NA NA NA NA

2992021 3-IN-ONE OIL

51 8 15 56 0 0 0 0 130

2992031 MOLUB-ALLOY LUBRICANTS

NA NA NA NA NA NA NA NA NA NA

RUBBER PRODUCTS

TIRES

3011314 DUNLOP TRACTOR TIRES

NA NA NA NA NA NA NA NA NA NA

Rubber Boots

3021298 MUNARI SKI BOOTS FAMILY

0 0 42 0 0 0 0 0 42

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
						(IN THOUSANDS)		OF DOLLARS)		
3079700	PLAYMATE PICNIC CHESTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3079700	PLAYMATE PLASTIC BEVERAGE COOLER	NA	NA	NA	NA	NA	NA	NA	NA	NA
3079700	PLAYTEX NURSER	776	0	13	0	0	0	0	0	789

LEATHER PRODUCTS

MEN'S FOOTWEAR

3143000	BOSTONIAN FOOTSAVERS SHOES MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3143000	ELEVATORS SHOES MEN	0	0	1	0	0	0	0	0	1
3143000	FOOT-JOY SHOES MEN	0	0	72	0	0	0	0	0	72
3143000	LONDON CHARACTER SHOES MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3143000	STETSON SHOES MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3143100	AFTER SIX FORMAL SHOES MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3143200	FOOT-JOY CASUAL SHOES MEN	0	0	13	0	0	0	0	0	13
3143200	JEFFIES CASUAL FOOTWEAR MEN	0	0	72	0	0	0	0	0	72

WOMEN'S FOOTWEAR

3144000	MERCURY SLIPPERS LADIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
3144000	TAPPIM SLIPPERS WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA

OTHER FOOTWEAR

3149210	LADY BOSTONIANS SHOES WOMEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3149210	SANDLER OF BOSTON CASUAL SHOES W	0	0	33	0	0	0	0	0	33
3149210	SANDLER OF BOSTON SHOES AND BOOT	0	0	24	0	0	0	0	0	24
3149210	SANDLER OF BOSTON SHOES WOMEN	0	2	0	0	0	0	0	0	2
3149400	BOSTONIAN BLAZERS CASUAL SHOES M	NA	NA	NA	NA	NA	NA	NA	NA	NA
3149400	BOSTONIANS CASUAL BOOTS & SHOES	0	0	0	0	7	0	0	0	7
3149400	BOSTONIANS SHOES MEN	0	0	17	0	28	0	0	0	45
3149400	FOOT-JOY GOLF SHOES MEN	228	43	160	0	0	0	0	0	431
3149400	GREEN-JOYS GOLF SHOES MEN & WOME	0	0	6	0	0	0	0	0	6
3149400	JACK NICKLAUS GOLF SHOES MEN AND	NA	NA	NA	NA	NA	NA	NA	NA	NA
3149400	MANSFIELD SHOES MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3149400	PIERKE CARDIN SHOES MEN	0	0	7	0	13	0	0	0	20

LUGGAGE

3161000	CARTWHEELS LUGGAGE	NA	NA	NA	NA	NA	NA	NA	NA	NA
3161000	LEEDS LUGGAGE	100	234	0	0	0	0	0	0	334
3161000	SAMSONITE LUGGAGE	860	0	2	0	918	0	0	0	1780

[illegible]

S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
(IN THOUSANDS OF DOLLARS)										
<u>COPPER</u>										
3351332	GLID COP COPPER-BASE ALLOY	NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>NONFERROUS FOUNDRIES</u>										
3369000	AMSCO CASTINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>FABRICATED METALS</u>										
3400000	GULF & WESTERN MFG. CO GENERAL P	0	0	99	0	0	0	0	0	99
<u>METAL CANS</u>										
3411000	GERALCO CONTAINERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>CUTLERY AND HAND TOOLS</u>										
CUTLERY										
3421100	CASE CUTLERY	NA	NA	NA	NA	NA	NA	NA	NA	NA
3421100	ECKO CUTLERY	105	1	8	0	0	0	0	0	114
3421100	PRESTIGE CUTLERY	NA	NA	NA	NA	NA	NA	NA	NA	NA
3421100	SPICE GARDEN CUTLERY	NA	NA	NA	NA	NA	NA	NA	NA	NA
3421121	ECKO KITCHEN TOOLS	139	218	0	0	0	0	0	0	357
Razor Blades										
3421200	EVERSHARP LADY EVERSHARP BAND RA	NA	NA	NA	NA	NA	NA	NA	NA	NA
3421200	EVERSHARP LADY EVERSHARP INJECTO	NA	NA	NA	NA	NA	NA	NA	NA	NA
3421200	FLICKER LADIES SAFETY RAZOR	1300	0	109	0	0	0	0	0	1409
3421200	GEM RAZOR BLADES	NA	NA	NA	NA	NA	NA	NA	NA	NA
3421200	PERSONNA DOUBLE II RAZOR	668	41	0	0	0	0	0	0	709
3421200	PERSONNA DOUBLE II RAZOR BLADES	0	0	111	0	0	0	0	0	111
3421200	PERSONNA DOUBLE II SHAVING SYSTE	0	0	21	31	0	0	0	0	52
3421200	PERSONNA RAZOR BLADES	0	38	49	67	0	0	0	0	154
3421200	PERSONNA THE LADY DOUBLE II SHAV	0	17	0	0	47	0	0	0	64
3421200	SCHICK INJECTOR RAZORS & BLADES	2407	520	0	172	177	78	0	0	3354
3421200	SCHICK INSTAMATIC RAZOR	0	5	0	0	0	0	0	0	5
3421200	SCHICK SHAVING PRODUCTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3421200	SCHICK SUPER CHROME CARTRIDGE	0	1	0	0	0	0	0	0	1
3421200	SCHICK SUPER II CARTRIDGE SHAVIN	3075	403	0	0	0	0	0	0	3478
3421200	SCHICK SUPER STAINLESS BLADES	0	1	0	0	0	0	6	0	7
3421200	SCHICK TWIN DOUBLE EDGE RAZOR BL	0	3	0	0	0	0	0	0	3

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(IN THOUSANDS)						(OF DOLLARS)				
3421200	SCHICK 2002 TWIN DOUBLE EDGE BLA	0	1	0	0	0	0	0	0	1
HAND TOOLS										
3423000	CAR MATE TOOLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3423000	HANDYMANS HELPER	0	12	0	0	0	0	0	0	12
3423000	OXWALL HANDTOOLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3423000	POWER MASTER TOOLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3423000	PRECISION CRAFT TOOLS	NA	NA	NA	NA	NA	NA	NA	NA	NA
OTHER HARDWARE										
3429317	IGLOO METAL BEVERAGE COOLERS	0	0	0	16	0	0	0	0	16
3429317	PLAYMATE METAL BEVERAGE COOLERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
Locks										
3429400	ARMORLUCK	NA	NA	NA	NA	NA	NA	NA	NA	NA
3429400	MASTER LOCKS HOME	229	12	26	0	0	0	0	0	267
3429865	RCW HOME ICE CREAM FREEZERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>PLUMBING AND HEATING EQUIPMENT</u>										
PLUMBING EQUIPMENT										
3432000	AQUA GUARD FAUCET FILTER HOME	0	0	6	0	0	0	0	0	6
3432000	MELNOR LAWN SPRINKLERS	0	48	0	0	0	0	0	0	48
3432019	BODY SHAPER SHOWERHEAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>STRUCTURAL METAL</u>										
METAL BUILDINGS										
3448200	COOP GRAIN DRYERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3448200	COOP STEEL FARM BUILDINGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3452000	SPOTNAILS INDUSTRIAL FASTENERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>METAL STAMPINGS</u>										
UTENSILS										
3469400	WILTON ENTERPRISES MISCELLANEOUS	0	0	290	0	60	0	0	0	350

[illegible]

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
		(IN THOUSANDS)				OF DOLLARS)				
3579600	CONTOUR V DESKTOP STAPLER	NA	NA	NA	NA	NA	NA	NA	NA	NA
3579600	INSTA-BIND 1000	NA	NA	NA	NA	NA	NA	NA	NA	NA
3579600	PILOT STAPLING MACHINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
3579600	SWINGLINE STAPLERS CONTEST	0	0	5	0	0	0	0	0	5

SERVICE MACHINERY

COMMERCIAL LAUNDRY EQUIPMENT

3582014	HYDROMICS HIGH-PRESSURE WASHING	NA	NA	NA	NA	NA	NA	NA	NA	NA
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REFRIGERATION EQUIPMENT

3585300	HUSSMANN REFRIGERATED STORE EQUI	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3585343	ARROWHEAD ELECTRIC WATER COOLERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3589220	PCP WATER PURIFIER HOME	0	0	21	0	0	0	0	0	21
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Polishing Machines

3589235	ROAMER SCRUBBING AND POLISHING M	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3589291	ADVANCE CLEANING MACHINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3589293	DURAPADS NYLON PADS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3589293	GENERAL MAINTENANCE ACCESSORIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3589293	MOPMASTER MOPPING EQUIPMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3589311	WET AND DRY SUCTION MACHINES	NA	NA	NA	NA	NA	NA	NA	NA	NA
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Commercial Vacuum Cleaners

3589398	INDUSTRIAL CARPET SHAMPOO AND VA	NA	NA	NA	NA	NA	NA	NA	NA	NA
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HOUSEHOLD APPLIANCES

HOUSEHOLD COOKING EQUIPMENT

3631000	CHILTON ELECTRIC FRY PAN	0	10	0	0	0	0	0	0	10
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3631000	GLOBE COOKING EQUIPMENT	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3631232	CHARMGLOW OUTDOOR GRILLS	218	20	42	97	0	0	0	0	377
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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										

ELECTRIC HOUSEWARES

3634300	BROXODENT ELECTRIC TOOTHBRUSH	NA	NA	NA	NA	NA	NA	NA	NA	NA
3634300	CITATION APPLIANCES	0	0	0	17	0	0	0	0	17
3634300	COFFEE MAGIC AUTOMATIC DRIP COFF	NA	NA	NA	NA	NA	NA	NA	NA	NA
3634300	CORY COFFEE BREWERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3634300	DURA-PERC PERCOLATOR	NA	NA	NA	NA	NA	NA	NA	NA	NA
3634300	MARY PROCTOR APPLIANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
3634300	PROCTOR-SILEX COFFEE MAKER	484	756	15	259	0	0	0	0	1514
3634300	PROCTOR-SILEX IRON	0	20	0	0	0	0	0	0	20
3634300	PROCTOR-SILEX MULTI-PRODUCT ADVE	0	5	0	0	0	0	0	0	5
3634300	PROCTOR-SILEX TOASTERS	0	2	0	0	0	0	0	0	2
3634300	PROCTOR-SILEX TOASTER-OVENS	0	296	0	0	0	0	0	0	296
3634300	SCHICK ELECTRIC HOT LATHER DISPE	618	25	0	0	0	0	0	0	643
3634300	SCHICK FRESH AIR MACHINE	0	77	0	0	0	0	0	0	77
3634300	STARFLITE APPLIANCES	NA	NA	NA	NA	NA	NA	NA	NA	NA
3634300	TOASTER OVEN/PLUS POP-UP TOASTER	NA	NA	NA	NA	NA	NA	NA	NA	NA
3634300	WORLD HAND DRYERS INDUSTRIAL	0	0	11	0	0	0	0	0	11

HOUSEHOLD VACUUM CLEANERS

3635000	ELECTROLUX VACUUM CLEANERS	0	1	0	0	0	0	0	0	1
3635000	POOL SWEEP AUTOMATIC POOL CLEANER	0	0	39	99	0	0	0	0	138
3635000	RINSENVAC CARPET CLEANING MACHIN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3635071	BLUE LUSTRE VACUUM CLEANER BAGS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3635071	BLUE LUSTRE VACUUM CLEANER BELTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

ELECTRIC LIGHTING EQUIPMENT

RESIDENTIAL LIGHTING FIXTURES

3645000	NADLER LIGHTING	NA	NA	NA	NA	NA	NA	NA	NA	NA
3645700	COOPER LAMPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3645700	STIFFEL LAMPS	0	1	112	145	38	0	0	0	296

RADIO AND TV RECEIVERS

Radio Sets

3651100	RCA RADIO SCANNERS	0	2	0	0	0	0	0	0	2
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Television Sets

3651200	RCA BLACK & WHITE TELEVISION SET	NA	NA	NA	NA	NA	NA	NA	NA	NA
3651200	RCA COLOR TELEVISION SETS	6169	2245	842	0	0	16	0	10	9282
3651200	RCA TELEVISION SETS	0	49	506	14	0	28	120	4	721

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PRODUCT LISTING BY S I C

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										

MOTOR VEHICLES

Motor Homes

3711238	MIDAS MINI MOTOR HOMES	NA	NA	NA	NA	NA	NA	NA	NA	NA
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MOTOR VEHICLE PARTS

3714000	POWERIZED AUTO PARTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3714100	AMERICAN PARTS AUTO EQUIPMENT	0	40	0	0	0	0	10	0	50
3714100	AUTOWISE AUTO PARTS	0	0	0	0	0	0	0	6	6
3714100	HANSEN AUTOMOTIVE PARTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3714100	MAKSONS AUTOMOTIVE PRODUCTS	0	0	5	0	0	0	0	0	5
3714100	MIDAS AUTOMOTIVE PRODUCTS	0	9	0	0	0	0	0	0	9
3714100	MIDAS INC. GENERAL PROMOTION	0	0	0	0	0	0	2361	0	2361
3714100	POWEREADY AUTO PARTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3714100	POWERIDE AUTO PARTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3714100	SIGNAL-STAT AUTOMOTIVE SAFETY DE	NA	NA	NA	NA	NA	NA	NA	NA	NA
3714100	SORENSEN AUTO PARTS	0	0	151	0	0	0	0	0	151
3714100	WILCOX-CRITTENDEN BOAT ACCESSORI	0	0	3	0	0	0	0	0	3

3714120	POWERFLO AUTO FILTERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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3714127	MIDAS MUFFLER	2675	1543	0	4	0	454	0	52	4728
3714127	MIDAS MUFFLERS PREMIUM OFFER	0	0	27	0	39	0	0	0	66

3714161	KONI SHOCK ABSORBERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3714161	MIDAS SHOCK ABSORBERS	437	485	0	0	0	125	0	11	1058

3714198	MR GASKET RACING PRODUCTS	0	0	105	0	0	0	0	0	105
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TRUCK TRAILERS

3715000	LAMBERTON TRAILERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
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AIRCRAFT

Military Aircraft

3721100	CORSAIR II A-7	NA	NA	NA	NA	NA	NA	NA	NA	NA
3721100	VOUGHT AEROSPACE	0	0	0	13	0	0	0	0	13

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S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
(IN THOUSANDS OF DOLLARS)										
3851351	COOL-RAY POLAROID SUNGLASSES	1239	56	139	0	89	81	14	0	1618
3651351	RENAULD SUNGLASSES	0	18	36	0	0	0	0	0	54
PHOTOGRAPHIC EQUIPMENT										
3861142	ITT MAGICFLASH ELECTRONIC FLASH	0	0	188	0	11	0	0	0	199
Photocopying Equipment										
3861210	SCM COPIER	0	0	8	0	0	0	0	0	8
3861210	6740 COPIER	NA	NA	NA	NA	NA	NA	NA	NA	NA
JEWELRY										
3911000	HERFF JONES RECOGNITION AND ACHI	NA	NA	NA	NA	NA	NA	NA	NA	NA
3911200	KIMTRON JEWELRY	0	0	32	0	0	0	0	0	32
3911221	THE NAME CHAIN JEWELRY	NA	NA	NA	NA	NA	NA	NA	NA	NA
3911241	BRITE WATCH BANDS	128	3	0	0	0	0	0	0	131
3911241	MEDALIST WATCH BANDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
3911241	ROGER WILLIAMS WATCH BANDS	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOYS AND SPORTING GOODS										
DOLLS										
3942000	FISHER-PRICE DOLLS	0	0	195	0	0	0	0	0	195
3942000	KAR-A-A-ATE MEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
3942000	KENNER DOLLS & ACCESSORIES	1312	1268	16	0	0	0	0	0	2596
3942000	MARX DOLLS	626	880	0	0	0	0	0	0	1506
3942006	BABY-ALIVE DOLL	NA	NA	NA	NA	NA	NA	NA	NA	NA
3942006	BIONIC WOMAN DOLL	NA	NA	NA	NA	NA	NA	NA	NA	NA
3942006	THE SIX MILLION DOLLAR MAN DOLL	NA	NA	NA	NA	NA	NA	NA	NA	NA
GAMES AND TOYS										
Games										
3944100	AURORA GAMES	508	645	0	0	0	0	0	0	1153
3944100	KENNER GAMES	12	37	0	0	0	0	0	0	49
3944100	MARX GAMES	1434	932	0	0	0	0	0	0	2366
3944100	PARKER GAMES	3039	485	584	0	0	0	0	0	4108

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			NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
			(IN THOUSANDS			OF DOLLARS)					
S I C	PRODUCT NAME										
Tennis Equipment (continued)											
3949501	HART TENNIS EQUIPMENT		0	1	14	0	0	0	0	0	15
3949501	JACK KRAMER TENNIS EQUIPMENT		NA	NA	NA	NA	NA	NA	NA	NA	NA
3949501	STAN SMITH TENNIS EQUIPMENT		NA	NA	NA	NA	NA	NA	NA	NA	NA
3949501	WILSON TENNIS BALLS		66	0	46	0	0	0	0	0	112
3949501	WILSON TENNIS EQUIPMENT		667	3	0	0	0	0	0	0	670
3949501	WILSON TENNIS RACKETS		177	0	46	0	0	0	0	0	223
Gun Equipment											
3949598	BIRCHWOOD CASEY GUN CARE PRODUCT		0	0	6	0	0	0	0	0	6
<u>WRITING DEVICES</u>											
PENS AND MECHANICAL PENCILS											
3951003	SNOOPY PENCIL SHARPENERS		107	51	0	0	0	0	0	0	218
3952100	LAMY WRITING INSTRUMENTS		0	0	2	0	0	0	0	0	2
ART SUPPLIES											
3952200	ARTEX FASHION PAINT KIT		0	0	11	0	0	0	0	0	11
3952200	ARTEX HOBBY PRODUCTS		0	0	15	0	0	0	0	0	15
MARKING DEVICES											
3953000	COSCO RUBBER STAMPS		NA	NA	NA	NA	NA	NA	NA	NA	NA
3953000	GARVEY RUBBER STAMPS		NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>COSTUME JEWELRY</u>											
3961000	CIANI JEWELRY		NA	NA	NA	NA	NA	NA	NA	NA	NA
3961000	MONET COSTUME JEWELRY		0	0	277	0	45	0	0	0	315
<u>MISCELLANEOUS MANUFACTURERS</u>											
BRUSHES AND BROOMS											
3991200	PRAGER BRUSHES		NA	NA	NA	NA	NA	NA	NA	NA	NA
Toothbrushes											
3991321	KENNER BATTERY POWERED TOOTHBRUS		256	85	7	0	0	0	0	0	341
3991321	LACTONA TOOTHBRUSHES		0	0	7	0	0	0	0	0	7
3991321	LIFE LINE PROFESSIONAL TOOTHBRUS		NA	NA	NA	NA	NA	NA	NA	NA	NA
3991321	PEPSODENT TOOTHBRUSHES		NA	NA	NA	NA	NA	NA	NA	NA	NA
3991321	TEX TOOTHBRUSHES		NA	NA	NA	NA	NA	NA	NA	NA	NA
3991327	ACE HAIR BRUSHES		0	0	11	0	0	0	0	0	11

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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
----- (IN THOUSANDS OF DOLLARS) -----										

INTERCITY TRANSPORTATION

4131000	GREYHOUND AMERIPASS	0	0	17	0	0	0	263	0	280
4131000	GREYHOUND BUSLINES PASSENGER	2948	190	40	1993	0	97	0	4	5272
4131000	VERMONT TRANSIT	NA	NA	NA	NA	NA	NA	NA	NA	NA

CHARTER SERVICE

4142000	GREYHOUND CHARTER	0	0	23	0	0	0	0	0	23
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TRUCKING AND MOVING

4210000	NORTH AMERICAN VAN LINES MOVING	0	2	0	0	0	0	11	3	16
4213000	GREYHOUND PACKAGE EXPRESS	0	14	8	0	0	487	1	0	510
4213000	PACIFIC INTERMOUNTAIN EXPRESS	NA	NA	NA	NA	NA	NA	NA	NA	NA
4213000	RYDER TRUCK LINES	0	0	0	1	0	0	17	0	18

SEA TRANSPORTATION

4411000	AFRICA PALM CARGO LINER	NA	NA	NA	NA	NA	NA	NA	NA	NA
4411000	EASTERN STEAMSHIP LINES PASSENGER	0	0	44	1218	0	0	0	0	1262
4411000	GOTAAS-LARSEN OCEAN SHIPPING	NA	NA	NA	NA	NA	NA	NA	NA	NA
4411000	SEA-LAND CARGO SERVICE	0	0	4	0	0	0	0	0	4

4722000	LOYAL TRAVEL SERVICE	0	0	0	10	0	0	0	0	10
4722000	ROYAL HAWAIIAN TOURS	NA	NA	NA	NA	NA	NA	NA	NA	NA

COMMUNICATION

RADIO BROADCASTING

4832000	NBC KNBR RADIO STATION	0	0	10	0	0	0	0	92	102
4832000	NBC RADIO NETWORK	0	0	124	0	0	0	0	0	124
4832000	NBC WMAQ RADIO STATION	0	0	7	0	0	0	0	0	7
4832000	NBC WNBC RADIO STATION	0	0	9	0	0	0	0	0	9
4832000	NBC WWSR RADIO STATION	0	0	28	0	0	0	0	0	28

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[illegible]

S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
(IN THOUSANDS OF DOLLARS)										
5631000	JOSEPH MAGNIN SPECIALTY STORES	0	38	17	0	0	0	0	0	55
5631000	TALBOTS (APPAREL-WOMEN)	0	0	41	0	7	0	0	0	48
SHOE STORES										
5661000	HARTS FAMILY SHOES	0	13	0	0	0	0	0	0	13
5661000	PIX OF AMERICA SHOE RETAILING CH	NA	NA	NA	NA	NA	NA	NA	NA	NA
5661000	RICHLEE SHOE CO (APPAREL MEN)	0	0	24	0	0	0	0	0	24
HOME FURNISHING STORES										
5700000	HAMMER SCHLEMMER (HOUSEHOLD)	0	0	1	0	0	0	0	0	1
5700000	HAMMER SCHLEMMER (MISCELLANEOUS)	0	0	4	0	0	0	0	0	4
5700000	PLUMMER-MCCUTCHEON (HOUSEHOLD)	0	0	2	0	0	0	0	0	2
5719000	DAHLGREN (HOUSEHOLD)	0	0	5	0	0	0	0	0	5
MUSIC STORES										
5733000	RCA MUSIC SERVICES	0	0	4544	175	383	0	0	0	5102
EATING PLACES										
5812000	A & W ROOT BEER DRIVE IN RESTAUR	0	797	6	0	0	0	131	29	963
5812000	ALPHY'S RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000	BARCLAY JACK'S	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000	BASKIN-ROBBINS ICE CREAM STORES	90	538	0	0	0	0	0	0	628
5812000	BASKIN-ROBBINS 31 FLAVORS ICE CR	0	0	0	0	0	0	16	0	16
5812000	BENNIGAN'S RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000	BETTY CROCKER RESTAURANTS	0	0	0	0	0	0	4	0	4
5812000	BOAR'S HEAD	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000	BOBS RESTAURANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000	BORDEN B&F RESTAURANTS	0	264	0	0	0	0	2	0	266
5812000	BRIARPATCH KENTUCKY RIB-EYE REST	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000	BURGER CHEF RESTAURANTS	0	3373	0	0	0	0	74	34	3481
5812000	BURGER KING RESTAURANTS	9027	6561	14	0	0	0	1023	133	16758
5812000	CAHILLS RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA

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EATING PLACES (continued)			(IN THOUSANDS)				OF DOLLARS)		-----		
5812000		CARRY OUT BARS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		CHARLES & CO SANDWICH SHOPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		CHOCK FULL O NUTS RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		CLARK'S RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		COLONEL SANDERS CATERING SERVICE	C	7	0	0	0	C	0	0	7
5812000		COLONEL SANDERS RESTAURANTS	C	88	0	0	0	C	0	0	88
5812000		COUNTRY STYLE	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		CROCK & BLOCK RESTAURANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		DAVIS BROS CAFETERIAS	0	0	0	0	0	0	0	12	12
5812000		DELI PIZZA (SHAKEY'S)	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		DOBBS HOUSE RESTAURANT	0	0	0	0	0	0	0	3	3
5812000		DOBBS RESTAURANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		DUTCH PANTRY RESTAURANTS	0	1	0	0	0	0	20	17	38
5812000		ERNIE'S FINE FOODS RESTAURANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		FAR WEST RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		GRANNY'S ATTIC RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HANNAHAN'S RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HANOVER TRIAL RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HARDEE RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HENRICI'S RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HENRY'S DRIVE-IN RESTAURANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HERFYS RESTAURANTS	0	25	0	0	0	0	0	4	29
5812000		HOFFMAN HOUSE RESTAURANTS	0	0	0	0	0	0	3	0	3
5812000		HOLLAND HOUSE CAFETERIAS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HOLLY FARMS FRIED CHICKEN RESTAU	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HOT SAM COMPANIES	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HUNGRY HUNTER	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HUNGRY JACK RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		HUNGRY LION RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		H.SALT SEAFOOD GALLEY	0	0	0	0	0	0	122	0	122
5812000		JACK-IN-THE-BOX RESTAURANTS	0	4858	0	0	0	0	650	503	6011
5812000		JOLLY OX RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		KENTUCKY FRIED CHICKEN	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		KENTUCKY FRIED CHICKEN FOOD SERV	14242	15715	0	0	0	0	1339	475	31771
5812000		LONDON STEAK HOUSES	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		LUMS RESTAURANTS	432	333	0	0	0	0	0	10	775
5812000		MACFISHERIES RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		MISTER DONUT SHOPS	0	113	0	0	0	0	18	4	135
5812000		MONTEREY JACK'S	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		MOUNTAIN JACK'S	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		MOVENPICK RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		NORDSEE SHOPS AND RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		PIETRO'S RESTAURANTS	0	0	0	0	0	0	3	0	3
5812000		POPPIN FRESH PIE SHOPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		POST HOUSE RESTAURANTS	0	0	0	0	0	0	0	1	1
5812000		RANCH HOUSE RESTAURANTS	0	48	0	0	0	0	0	0	48
5812000		RED LOBSTER INNS	0	3120	0	0	0	0	0	4	3124
5812000		RESTAURA	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		SCANDA HOUSE RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		SHAKEY'S PIZZA PARLOR	0	0	0	0	0	0	105	0	105
5812000		SMITHFIELD INN	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		SMITHFIELD SMOKEHOUSE RESTAURANT	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		STAG & HOUND	NA	NA	NA	NA	NA	NA	NA	NA	NA
5812000		STEAK AND ALE RESTAURANTS	0	0	0	0	0	0	115	0	115

[illegible]

DRINKING PLACES

5813000	ALMANACK RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA
5813000	HAMBURGER PADDYS RESTAURANTS	O	O	O	O	O	O	O	O
5813000	L & K RESTAURANTS	O	O	O	O	O	O	O	O
5813000	LYON INN	NA	NA	NA	NA	NA	NA	NA	NA
5813000	LYONET RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA
5813000	PENNY PINCHER INN	NA	NA	NA	NA	NA	NA	NA	NA
5813000	ROYAL BUFFET RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA
5813000	TOWNE HOUSE RESTAURANTS	NA	NA	NA	NA	NA	NA	NA	NA

DRUG STORES

5912000	GASEN'S DRUGSTORES	NA	NA	NA	NA	NA	NA	NA	NA
5912000	OSCO DRUG STORES	NA	NA	NA	NA	NA	NA	NA	NA
5912000	REA AND DERICK DRUG STORES	NA	NA	NA	NA	NA	NA	NA	NA
5912000	SAV-ON DRUGSTORES	C	C	C	C	C	C	174	C
5912000	SUPER SAVE DRUG MARTS	NA	NA	NA	NA	NA	NA	NA	NA
5912000	SUPERYX DRUGSTORES	C	144	C	C	C	C	C	144
5912000	TAMBLYN DRUGSTORES	NA	NA	NA	NA	NA	NA	NA	NA
5912000	TOP DRUG MARTS	NA	NA	NA	NA	NA	NA	NA	NA

LIQUOR STORES

[illegible]

S I C	PRODUCT NAME	NETWK	SPOT	MAGA-	NEWS-	NEWSP	NETWK	SPOT	OUT	TOTAL*
		TV	TV	ZINES	PAPER	SUPP	RADIO	RADIO	DOOR	ADVER
----- (IN THOUSANDS OF DOLLARS) -----										
SPORTING GOODS STORES										
5941000	ARLINGTON SPORTS SPORTING GOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5941000	COLLEGIATE SPORTS SPORTING GOODS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5941000	HERMANS WORLD OF SPORTING GOODS	0	252	0	0	0	0	0	0	252
GIFT SHOPS										
5947000	PICCADILLY PALACE GIFT SHOPS	NA	NA	NA	NA	NA	NA	NA	NA	NA
5947000	TOP VALUE STAMPS	0	252	0	180	0	0	184	70	686
SEWING GOODS STORES										
5949000	CRAFT VILLAGE STORES	NA	NA	NA	NA	NA	NA	NA	NA	NA
5949000	HARRISONS STORES (RETAIL OF FABR	NA	NA	NA	NA	NA	NA	NA	NA	NA
5949000	LEEWARDS (MISCELLANEOUS)	0	4	159	0	0	0	0	0	163
5949000	NORTHWEST FABRIC CENTERS	NA	NA	NA	NA	NA	NA	NA	NA	NA
MAIL ORDER HOUSES										
5961000	BEAUTY GROUP BEAUTY CLUB	0	0	39	0	0	0	0	0	39
5961000	CREATIVE VILLAGE FABRIZAAR FABRI	0	0	18	0	0	0	0	0	18
5961000	CREATIVE VILLAGE STITCHERY KITS	0	0	903	0	0	0	0	0	903
5961000	EDDIE BAUER INC (MISCELLANEOUS)	0	0	186	8	18	0	0	0	212
5961000	HERRSCHNERSMAIL ORDER HOUSE	0	0	0	26	0	0	0	0	26
5961000	W-ATLEE BURPEE CO MAIL ORDER PRO	0	0	6	0	0	0	0	0	6
5961000	YOUNG COLLECTORS STAMP CLUB	0	0	96	0	0	0	0	0	96
VENDING SERVICES										
5962000	AMCO VENDING SERVICES	NA	NA	NA	NA	NA	NA	NA	NA	NA
5963000	ITT COFFEE SERVICE	0	3	0	0	0	0	0	0	3
FLORISTS										
5992000	BURPEE GREENHOUSES	0	0	4	0	0	0	0	0	4

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS)						(OF DOLLARS)				

CIGAR STORES

5993000	TINDER BOX INTERNATIONAL SMOKE S	0	0	0	0	0	0	82	0	82
5993000	TURNPIKE CIGAR STORES	NA	NA	NA	NA	NA	NA	NA	NA	NA
5993000	UNITED CIGAR STORES	NA	NA	NA	NA	NA	NA	NA	NA	NA

MISCELLANEOUS RETAIL STORES

5999000	POLLUTION CONTROL PRODUCTS INC B	0	0	5	0	0	0	0	0	5
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BANKING AND FINANCE

6020000	NATIONAL CITY BANK OF MINNEAPOLI	0	0	0	0	0	0	0	45	45
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6120000	BENJAMIN FRANKLIN SAVINGS ASSN	0	0	0	0	0	0	0	2	2
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CREDIT INSTITUTIONS

6140000	ASSOCIATES FINANCIAL SERVICES	0	345	0	0	0	0	0	0	345
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FINANCE COMPANIES

6146000	ASSOCIATES CAPITAL CORP LOANS	0	80	0	0	0	0	125	0	205
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BUSINESS CREDIT INSTITUTION

6159000	IC LEASING INC FINANCIAL SERVICE	NA	NA	NA	NA	NA	NA	NA	NA	NA
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MORTGAGE BANKERS

6162000	H.F. PHILIPSBORN & CO MORTGAGE B	NA	NA	NA	NA	NA	NA	NA	NA	NA
6162000	LARWIN MORTGAGE INVESTORS	0	0	0	0	0	0	0	4	4

BROKERS

6200000	ITT THORP CORP GENERAL PROMOTION	0	423	0	0	0	0	0	0	423
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S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
(IN THOUSANDS OF DOLLARS)										

SECURITY BROKERS

6221000	CONTICOMMODITY SERVICES	0	0	43	0	0	0	0	0	43
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INSURANCE

6300000	HARTFORD INSURANCE GROUP GENERAL	578	13	6	1	0	0	0	0	598
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LIFE INSURANCE

6311000	CNA EMPLOYEE GROUP INSURANCE	0	0	8	0	0	0	0	0	8
6311000	CONTINENTAL ASSURANCE BUSINESS L	0	0	127	0	0	0	0	0	127
6311000	CONTINENTAL ASSURANCE LIFE INSUR	0	0	193	3	0	0	0	0	196
6311000	GERBER LIFE INSURANCE	0	0	0	740	88	0	0	0	828
6311000	HARTFORD LIFE INSURANCE	320	0	0	0	0	0	0	0	320
6311000	LINCOLN LIBERTY LIFE INSURANCE	NA	NA	NA	NA	NA	NA	NA	NA	NA
6311000	MIDWEST LIFE LIFE INSURANCE	0	0	0	5	0	0	0	0	5

ACCIDENT INSURANCE

6321000	CONTINENTAL ASSURANCE BUSINESS I	0	0	141	0	0	0	0	0	141
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CASUALTY INSURANCE

6331000	HARTFORD AUTO INSURANCE	147	6	0	0	0	0	0	0	153
6331000	HARTFORD BUSINESS INSURANCE	430	0	0	12	0	0	0	0	442
6331000	HARTFORD HOMEOWNERS INSURANCE	48	0	0	0	0	0	0	0	48

REAL ESTATE

6512000	FAMOUS PLAYERS LTD THEATRES OPER	NA	NA	NA	NA	NA	NA	NA	NA	NA
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REAL ESTATE AGENTS

6531000	CORONADO SHORES REAL ESTATE	0	0	0	0	0	0	0	7	7
6531000	ILLINOIS CENTER CORP REAL ESTATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
6531000	LASALLE PROPERTIES INC REAL ESTA	NA	NA	NA	NA	NA	NA	NA	NA	NA
6531000	PHILIPSBORN EQUITIES INC REAL ES	NA	NA	NA	NA	NA	NA	NA	NA	NA
6531000	QUECHEE LAKES REAL ESTATE	0	0	29	0	0	0	0	0	29

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 347 MADISON AVE., NEW YORK, NY

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL * ADVER
(IN THOUSANDS)						(OF DOLLARS)				
6531000	SEAY AND THOMAS INC REAL ESTATE	NA	NA	NA	NA	NA	NA	NA	NA	NA
6531000	SILVERADO COUNTRY CLUB & RESORT	0	0	10	0	0	0	0	0	10

DEVELOPERS

6552000	BUSCH CORPORATE CENTER	NA	NA	NA	NA	NA	NA	NA	NA
6552000	BUSCH PROPERTIES INC REAL ESTATE	0	0	5	0	0	0	0	5
6552000	CALIFORNIA CITY COMMUNITY DEVELO	NA	NA	NA	NA	NA	NA	NA	NA
6552000	COCHITY COMMUNITY DEVELOPMENT	NA	NA	NA	NA	NA	NA	NA	NA
6552000	COLORADO CITY COMMUNITY DEVELOPM	NA	NA	NA	NA	NA	NA	NA	NA
6552000	CULBRO REALTY AND DEVELOPMENT	0	0	0	0	0	0	1	1
6552000	ELMWOOD INDUSTRIAL PARK DEVELOPM	NA	NA	NA	NA	NA	NA	NA	NA
6552000	FREESPORT INDUSTRIAL PARK DEVELOP	NA	NA	NA	NA	NA	NA	NA	NA
6552000	GATEWAY INDUSTRIAL CENTER DEVELO	NA	NA	NA	NA	NA	NA	NA	NA
6552000	ITT COMMUNITY DEVELOPMENT CORP R	0	15	25	0	0	0	0	40
6552000	KINGSMILL ON THE JAMES	NA	NA	NA	NA	NA	NA	NA	NA
6552000	W R GRACE PROPERTIES REAL ESTATE	0	0	0	0	0	0	3	3

HOTELS AND OTHER LODGING PLACES

HOTELS

7011000	AIRPORTMARINA HOTELS	0	0	4	0	0	0	0	0
7011000	ALPHA HOTEL	NA	NA	NA	NA	NA	NA	NA	NA
7011000	ANCHOR HOTELS & TAVERNS	NA	NA	NA	NA	NA	NA	NA	NA
7011000	BIRMINGHAM ALBANY HOTEL	NA	NA	NA	NA	NA	NA	NA	NA
7011000	CHURCHILL HOTEL LONDON	0	0	13	0	11	0	0	0
7011000	COCO PALMS RESORT	NA	NA	NA	NA	NA	NA	NA	NA
7011000	COMMODORE HOTEL	NA	NA	NA	NA	NA	NA	NA	NA
7011000	COPLEY PLAZA HOTEL BOSTON	0	1	6	0	0	0	0	0
7011000	COSTASUR HOTELS	0	0	46	0	0	0	0	0
7011000	DAVIS BRUG MOTOR LODGES	0	0	0	0	0	0	8	8
7011000	DENVER MARINA HOTEL	NA	NA	NA	NA	NA	NA	NA	NA
7011000	DOMINICAN REPUBLIC HOTELS	0	0	16	0	0	0	0	0
7011000	DRAKE HOTEL NEW YORK	0	0	26	0	6	0	0	0
7011000	FRED HARVEY LODGES	0	0	12	0	0	0	15	15
7011000	FURNACE CREEK INN & RANCH RESORT	NA	NA	NA	NA	NA	NA	NA	NA
7011000	HERTZ SKYCENTER INN	0	0	0	0	0	0	0	2
7011000	HISPANIOLA HOTEL	NA	NA	NA	NA	NA	NA	NA	NA
7011000	HUNT VALLEY INN MARYLAND	0	0	7	0	0	0	0	0
7011000	ISLAND HOLIDAYS RESORTS HAWAII	0	0	47	0	0	0	0	0
7011000	KAA NAPALI BEACH RESORT	0	0	3	0	0	0	0	0
7011000	KEYSTONE RESORT DILLON	0	0	23	0	0	0	0	0
7011000	KING KAMEHAMEHA HOTEL	NA	NA	NA	NA	NA	NA	NA	NA
7011000	L & K MOTELS AND RESTAURANTS	0	0	0	0	0	0	10	10
7011000	LE CONCORDE HOTEL QUEBEC	0	0	2	0	2	0	0	0
7011000	LENFANT PLAZA HOTEL WASHINGTON	0	0	19	0	11	0	0	0
7011000	LOEWS HOTELS	0	59	148	0	68	0	0	0
7011000	LORD BALTIMORE HOTEL BALTIMORE	0	0	2	0	0	0	0	0
7011000	MERIDIEN HOTELS	0	0	7	0	0	0	0	0
7011000	PARADISE ISLAND HOTEL & VILLAS N	0	0	17	0	0	0	0	0
7011000	PLAZA INTERNATIONAL	NA	NA	NA	NA	NA	NA	NA	NA

[illegible]

AUTOMOTIVE SERVICES

AUTOMOTIVE LEASING AND RENTAL

7512000	AVIS RENT-A-CAR SYSTEM	582	101	1285	1553	26	0	0	93	3641
7512000	GREYHOUND RENT-A-CAR	0	0	0	238	0	0	0	0	238
7512000	HERTZ CAR LEASE	0	0	6	0	0	0	0	0	6
7512000	HERTZ EUROPE RENT-A-CAR SYSTEM	0	0	35	0	0	0	0	0	35
7512000	HERTZ RENT-A-CAR SYSTEM	2381	1536	569	1142	0	0	252	78	5958

TRUCK RENTAL

7513000	AVIS TRUCK LEASING	0	0	0	8	0	0	0	2	10
7513000	HERTZ TRUCK RENTAL	0	15	0	4	0	0	0	0	19

REPAIR SERVICES

7622000	RCA CONSUMER SERVICES	NA	NA	NA	NA	NA	NA	NA	NA
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MOTION PICTURES

7831000	PARAMOUNT MOTION PICTURE CORP MO	550	1881	113	0	0	0	368	3	2920
7832000	LOEWS THEATRES	0	1	0	0	0	0	0	0	1
7832000	MANN THEATRE MOTION PICTURES	0	408	0	0	0	0	0	0	408

AMUSEMENT SERVICES

[illegible]

[illegible]

S I C	PRODUCT NAME	NETWK TV	SPOT TV	MAGA- ZINES	NEWS- PAPER	NEWSP SUPP	NETWK RADIO	SPOT RADIO	OUT DOOR	TOTAL* ADVER
----- (IN THOUSANDS OF DOLLARS) -----										

SERVICES, N.E.C.

8999000	ARROWHEAD DEIONIZATION WATER SER	NA	NA	NA	NA	NA	NA	NA	NA	NA
8999000	LECTROCLEAR	NA	NA	NA	NA	NA	NA	NA	NA	NA

*CURRENT ADVERTISING DATA CAN BE OBTAINED FROM: LEADING NATIONAL ADVERTISERS, 747 MADISON AVE., NEW YORK, NY

SECTION 3

ALPHABETIC PRODUCT LISTING

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
A & W ROOT BEER	UNITED BRANDS	ALPINE YOGURT	UNITED DAIRYMANS ASSOCIATI
A & W SUGAR FREE BEVERAGE	UNITED BRANDS	ALPO CANNED CAT FOOD	LIGGET & MYERS INCORPORATE
A 1 SAUCE	HEUBLEIN INC	ALPO CANNED DOG FOOD	LIGGET & MYERS INCORPORATE
AALORIG ARVAVIT	NORTON SIMON, INC	ALPO PET FOODS	LIGGET & MYERS INCORPORATE
AALORIG ARVAVIT	NATIONAL DISTILLERS AND CH	ALSA DESSERTS	CPC INTERNATIONAL INC
ABBOTTS COTTAGE CHEESE	FAIRMONT FOODS COMPANY	ALTES BEER	ROTHMANS OF PALL MALL CANA
ABBOTTS FLUID MILK	FAIRMONT FOODS COMPANY	AMAIZO CORN GERM	AMERICAN MAIZE-PRODUCTS CO
ABBOTTS FRUIT DRINKS	FAIRMONT FOODS COMPANY	AMAIZO CORN GLUTEN FEED	AMERICAN MAIZE-PRODUCTS CO
ABBOTTS ICE CREAM	FAIRMONT FOODS COMPANY	AMAIZO CORN SYRUPS	AMERICAN MAIZE-PRODUCTS CO
ABBOTTS YOGURT	FAIRMONT FOODS COMPANY	AMAIZO DEXTRINS	AMERICAN MAIZE-PRODUCTS CO
ACADILN CANADIAN WHISKY	STANDARD BRANDS	AMAIZO INDUSTRIAL STARCHES	AMERICAN MAIZE-PRODUCTS CO
ACCU FEEDS	ANDERSON, CLAYTON & CO	AMAIZO TPU-SWEET HIGH FRUCTOSE CORN	AMERICAN MAIZE-PRODUCTS CO
ACHAIA CLAUSS OZUO	LIGGET & MYERS INCORPORATE	AMARETTO DI AMORE LIQUEUR	STANDARD BRANDS
ACHAIA CLAUSS WINES	LIGGET & MYERS INCORPORATE	AMARETTO DI SAPONNO LIQUEUR	GLENMORE DISTILLERS CO
ACKERMAN-LAUPENCE WINES	RAPID-AMERICAN CORPORATION	AMBASSADOR DELUXE SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
ACTILAC CHEESE STARTER	BORDEN INC	AMBASSADOR DELUXE SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
ADAMS CITRUS FRUIT	ROYAL CROWN COLA CO	AMBASSADOR SCOTCH WHISKY	BROWN-FOREMAN DISTILLERS C
ADAMS CITRUS JUICES	ROYAL CROWN COLA CO	AMBER BRAND SMITHFIELD HAMS	SMITHFIELD FOODS INC
ADAMS SOUR GUMS GUM	WARNER-LAMBERT COMPANY	AMERKOSIA COCOA PRODUCTS	W R GRACE & CO
ADHUR FARMS DAIRY PRODUCTS	SOUTHLAND CORPORATION	AMENDOCKEM PEANUT BUTTER	ANDERSON, CLAYTON & CO
ADHUR FARMS ICE CREAM	SOUTHLAND CORPORATION	AMERFOND FONDANT SUGAR	AMSTAR CORPORATION
ADHUR FARMS MILK	SOUTHLAND CORPORATION	AMERICAN BAKERY PRODUCTS	AMERICAN BAKERIES COMPANY
ADLER PROCESSED CHEESE	CPC INTERNATIONAL INC	AMERICAN CRYSTAL SUGAR	AMERICAN CRYSTAL SUGAR COM
ADMIRATION COFFEE	COLA COLA CO	AMERICAN LONGS 120S REGULAR & MENTHO	AMERICAN BRANDS INC
ADOLPHS INSTANT MEAT TENDERIZER	CHESEBROUGH-PONDUS	AMERICAN NATIONAL BEVERAGES	NATIONAL INDUSTRIES INC
AFTER 8 DINNER MINTS	HENSHLEY FOODS CORPORATION	AMERICA'S BIRTHDAY ICE CREAM	BEATRICE FOODS CO
AGAR MEATS	ELLEGIRD INCORPORATED	AMEROSE HIGH FRUCTOSE CORN SYRUP	AMSTAR CORPORATION
ALAMO CANNED DOG FOOD	LIGGET & MYERS INCORPORATE	AMI CANNED PET FOODS	CARNATION COMPANY
ALAMO DRY DOG FOOD	LIGGET & MYERS INCORPORATE	AMIGATO CAT FOOD	CARNATION COMPANY
ALBERS FEEDS	CARNATION COMPANY	AMIGO BANANAS	UNITED BRANDS
ALBERT THIERPY BURGUNDIES	RECKITT & COLEMAN LTD	AMPI LOWFAT MILK	ASSOCIATED MILK PRODUCERS
ALBERTA VODKA	NATIONAL DISTILLERS AND CH	AMPI NONFAT MILK	ASSOCIATED MILK PRODUCERS
ALEXIS LICHINE WINES	NORTON SIMON, INC	AMPI POWDERED MILK	ASSOCIATED MILK PRODUCERS
ALFREDO'S ITALIAN ICES	BEATRICE FOODS CO	AMPI WHOLE MILK	ASSOCIATED MILK PRODUCERS
ALHAMBRA BOTTLED WATER	FOREMOST-MCKESSON INC	ANCESTOR SCOTCH WHISKY	RAPID-AMERICAN CORPORATION
ALL MASH LAYER FEED	AGWAY INC	ANCIENT AGE BOURBON WHISKY	RAPID-AMERICAN CORPORATION
ALL PORTIONS INDIVIDUAL SERVINGS	MCCORMICK & COMPANY INC	ANDEAN VINEYARDS WINES	BROWN-FOREMAN DISTILLERS C
ALLIED MILLS FEEDS	CONTINENTAL GRAIN CO	ANDEKER OF AMERICA BEER	PABST BREWING COMPANY
ALLSWEET MARGARINE	ESMARK INC	ANDRE WINES	E & J GALLO WINERY
ALMADEN CENTENNIAL BRANDY	NATIONAL DISTILLERS AND CH	ANDY CAPP'S POTATO SNACKS	GENERAL MILLS INC
ALMADEN CHAMPAGNES	NATIONAL DISTILLERS AND CH	ANHEUSER WINES	BROWN-FOREMAN DISTILLERS C
ALMADEN SOLERA SHERRIES	NATIONAL DISTILLERS AND CH	ANHEUSER-BUSCH	ANHEUSER-BUSCH INCORPORATE
ALMADEN WINES	NATIONAL DISTILLERS AND CH	ANNE MAKIE SNACK CAKES	GEORGE WESTON
ALMANCA OIL	ANDERSON, CLAYTON & CO	ANNE PAGE BAKERY PRODUCTS	GREAT ATLANTIC AND PACIFIC
ALOHA DAIRY PRODUCTS	SOUTHLAND CORPORATION	ANNE PAGE CANDY	GREAT ATLANTIC AND PACIFIC
ALOHA ICE CREAM	SOUTHLAND CORPORATION	ANNE PAGE CANNED BEANS	GREAT ATLANTIC AND PACIFIC
ALOHA MILK	SOUTHLAND CORPORATION	ANNE PAGE CATSUP	GREAT ATLANTIC AND PACIFIC
ALPINE BUTTER	UNITED DAIRYMANS ASSOCIATI	ANNE PAGE COFFEE	GREAT ATLANTIC AND PACIFIC
ALPINE CHEESE-AMERICAN	UNITED DAIRYMANS ASSOCIATI	ANNE PAGE DOG FOOD	GREAT ATLANTIC AND PACIFIC
ALPINE CHEESE-NATURAL	UNITED DAIRYMANS ASSOCIATI	ANNE PAGE JELLIES & JAMS	GREAT ATLANTIC AND PACIFIC
ALPINE CONDENSED MILK	UNITED DAIRYMANS ASSOCIATI	ANNE PAGE MACARONI PRODUCTS	GREAT ATLANTIC AND PACIFIC
ALPINE COTTAGE CHEESE	UNITED DAIRYMANS ASSOCIATI	ANNE PAGE MAYONNAISE	GREAT ATLANTIC AND PACIFIC
ALPINE ICE CREAM PRODUCTS	UNITED DAIRYMANS ASSOCIATI	ANNE PAGE MILK PRODUCTS	GREAT ATLANTIC AND PACIFIC
ALPINE MILK	UNITED DAIRYMANS ASSOCIATI	ANNE PAGE SALAD DRESSINGS	GREAT ATLANTIC AND PACIFIC
ALPINE SOUR CREAM	UNITED DAIRYMANS ASSOCIATI	ANNIE GREEN SPPINGS WINE	HEUBLEIN INC

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
ANTINORI ITALIAN WINES	STANDARD BRANDS	AYLMER FOODS	DEL MONTE CORPORATION
ANTIQUE FOURPHON WHISKEY	SEAGRAM COMPANY LTD	AYRSHIRE PUDDINGS	LAND O' LAKES
ANTIQUE FOURPHON WHISKEY	SEAGRAM COMPANY LTD	AYR-FRESH POULTRY PRODUCTS	LAND O' LAKES
ANTONIO Y CLEOPATRA CIGARS	AMERICAN BRANDS INC	A-1 BEER	ROTHMANS OF PALL MALL CANA
APPIAN WAY PIZZA MIX	GREYHOUND CORPORATION	A-1 LITE PILSNER BEER	ROTHMANS OF PALL MALL CANA
APPLE CHEWING TOBACCO	R J REYNOLDS INDUSTRIES IN	A&P BAKERY PRODUCTS	GREAT ATLANTIC AND PACIFIC
APPLE LOVE HORSE FEED	JAVANNAH FOODS & INDUSTRIE	A&P CANDY	GREAT ATLANTIC AND PACIFIC
ARAK RAZZOUK	LIGGET & MYERS INCORPORATE	A&P CANNED BEANS	GREAT ATLANTIC AND PACIFIC
ARANDAS TEQUILA	HIRAM WALKER-GOODERHAM & W	A&P CATSUP	GREAT ATLANTIC AND PACIFIC
ARDILLA PASTAS	STANDARD BRANDS	A&P COFFEE	GREAT ATLANTIC AND PACIFIC
ARGO CORN STARCH	UPC INTERNATIONAL INC	A&P DELICACIES	GREAT ATLANTIC AND PACIFIC
ARISTOCRAT CIGARS	AMERICAN BRANDS INC	A&P DOG FOOD	GREAT ATLANTIC AND PACIFIC
ARMOUR GOLDEN STAR FROZEN TURKEY	GREYHOUND CORPORATION	A&P FROZEN FRUIT JUICES	GREAT ATLANTIC AND PACIFIC
ARMOUR LUNCH MEATS	GREYHOUND CORPORATION	A&P JELLIES & JAMS	GREAT ATLANTIC AND PACIFIC
ARMOUR STAR BACON	GREYHOUND CORPORATION	A&P MACAPONI PRODUCTS	GREAT ATLANTIC AND PACIFIC
ARMOUR STAR CANNED HAM	GREYHOUND CORPORATION	A&P MILK PRODUCTS	GREAT ATLANTIC AND PACIFIC
ARMOUR STAR FRANKS	GREYHOUND CORPORATION		
ARMOUR STAR HAM	GREYHOUND CORPORATION		
ARMOUR STAR SAUSAGE	GREYHOUND CORPORATION		
ARMOURS BOONDOCKER TRADIN POST MEATS	GREYHOUND CORPORATION	P & B DUM	STANDARD BRANDS
ARNOLD BAKERY GOODS	CONTINENTAL GRAIN CO	P & G PICKLES	CONSOLIDATED FOODS CORPORA
ARNOLD BREAD	CONTINENTAL GRAIN CO	P & G WINES	SEAGRAM COMPANY LTD
ARNOLD PACKERS	CONTINENTAL GRAIN CO	P & G WINES	SEAGRAM COMPANY LTD
ARNOLD ROLLS	CONTINENTAL GRAIN CO	BABY RUTH CANDIES	STANDARD BRANDS
ARRIVEDEPCI FROZEN PIZZA	FAIRMONT FOODS COMPANY	BACKMAN PRETZELS	GENERAL CIGAR COMPANY
ARROW CORDIALS	HEUBLEIN INC	BACKMAN SNACKS	GENERAL CIGAR COMPANY
ARROW VODKA	HEUBLEIN INC	BAHIA LIQUEUR	HEUBLEIN INC
ARROWHEAD PUPITAS WATERS	COCA-COLA BOTTLING LUS ANG	BAKERFOND FONDANT SUGAR	AMSTAR CORPORATION
ARROWMINT SUGAR-COATED CHEWING GUM	WM WRIGLEY JR COMPANY	BAKERS COCONUT	GENERAL FOODS CORPORATION
ARTIC TREATS NOVELTIES	LAND O' LAKES	BAKERS GERMANS SWEET CHOCOLATE	GENERAL FOODS CORPORATION
ASBACH URALT BRANDY	RAPID-AMERICAN CORPORATION	BAKERS PASTRY FILLING	GENERAL FOODS CORPORATION
ASMUS SPICES	OSCAR MAYER & CO	BAKERY BLEND MILK SUBSTITUTE FOR BAK	DEAN FOODS COMPANY
ASTOR CIGARETTES	PHILLIP MORRIS INCORPORATE	BAKER'S CHOCOLATE	GENERAL FOODS CORPORATION
ATHENA GREEK WINES	STANDARD BRANDS	BAKEWELL IDAHO POTATOES	SAFEGWAY STORES INCORPORATE
ATI TEA	STANDARD BRANDS	BALL PARK BACON	HANSON TRUST (HYGRADE FOOD
AUGIER FREPES COGNAC	SEAGRAM COMPANY LTD	BALL PARK CANNED HAM	HANSON TRUST (HYGRADE FOOD
AUGIER FREPES COGNAC	SEAGRAM COMPANY LTD	BALL PARK FRANKS	HANSON TRUST (HYGRADE FOOD
AUNT JAMES PICKLES	BORDEN INC	BALL PARK HAM	HANSON TRUST (HYGRADE FOOD
AUNT JEMIMA CORN MEAL MIX	QUAKER OATS COMPANY	BALL PARK MEAT PRODUCTS	HANSON TRUST (HYGRADE FOOD
AUNT JEMIMA FLOUR	QUAKER OATS COMPANY	BALLANTINE ALE	FALSTAFF BREWING CORPORATI
AUNT JEMIMA FROZEN PANCAKE BATTER	QUAKER OATS COMPANY	BALLANTINE BEER	FALSTAFF BREWING CORPORATI
AUNT JEMIMA FROZEN WAFFLES & FRENCH	QUAKER OATS COMPANY	BALLANTINES SCOTCH WHISKY	FOREMOST-MCKESSON INC
AUNT JEMIMA PANCAKE MIX	QUAKER OATS COMPANY	BALLANTINE'S GIN	HIRAM WALKER-GOODERHAM & W
AUNT JEMIMA SYRUP	QUAKER OATS COMPANY	BALLANTINE'S SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
AUNT MARY'S FRUITS	QUAKER OATS COMPANY	BALLANTINE'S SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
AUNT MARY'S VEGETABLES	TRI/VALLEY GROWERS	BALLARD FAMILY FLOUR PRODUCTS	PILLSBURY COMPANY
AUNT NELLIE'S VEGETABLES	TRI/VALLEY GROWERS	BALLARD REFRIGERATED DOUGH BAKERY PR	PILLSBURY COMPANY
AUNT PENNY'S SAUCES	BEATRICE FOODS CO	BAMA JELLIES AND PRESEPVES	BORDEN INC
AUSTIN COOKIES	CALIFORNIA CANNERS AND GRO	BAMA PEANUT BUTTER	BORDEN INC
AUSTIN CRACKER SNACKS	FAIRMONT FOODS COMPANY	PANANA II	UNITED BRANDS
AUSTIN NICHOLS IMPORTED WINES	FAIRMONT FOODS COMPANY	PANCROFT DAIRY PRODUCTS	SOUTHLAND CORPORATION
AUTUMN MARGARINE	LIGGET & MYERS INCORPORATE	PANCROFT ICE CREAM	SOUTHLAND CORPORATION
AWAKE FROZEN BREAKFAST DRINK	UNILEVER	PANCROFT MILK	SOUTHLAND CORPORATION
AWAKE FROZEN BREAKFAST DRINK	GENERAL FOODS CORPORATION	PANDIT BISCUITS	UNITED BISCUITS LTD (KEEBL
AWAKE FROZEN BREAKFAST DRINK	GENERAL FOODS CORPORATION	PANGUET COOKIN BAG FOODS	RCA CORPORATION
AWAKE FROZEN ENTREE	DEL MONTE CORPORATION	PANGUET FROZEN BUFFET SUPPEPS	RCA CORPORATION

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
BANQUET FROZEN DINNERS	RCA CORPORATION	PAN FRANKLIN CIGARS	GULF & WESTERN INDUSTRIES
BANQUET FROZEN ENTREES	RCA CORPORATION	BENEDICTINE & B & B LIQUEURS	STANDARD BRANDS
BANQUET FROZEN FRIED CHICKEN	RCA CORPORATION	BENSON & HEDGES CIGARETTES	AMERICAN BRANDS INC
BANQUET FROZEN MEAT PIES	RCA CORPORATION	BENSON & HEDGES 100'S	PHILLIP MORRIS INCORPORATE
BARABE BROTHERS PICKLES AND DRESSING	U H B FOODS INC	BENSON & HEDGES 100'S CIGARETTES	PHILLIP MORRIS INCORPORATE
BARCLAY'S BOUFFON WHISKEY	HIRAM WALKER-GOODERHAM & W	BERINGER/LOS HERMANUS WINES	NESTLE ALIMENTANA S A
BARCLAY'S GIN	HIRAM WALKER-GOODERHAM & W	BERNSTEIN SALAD DRESSINGS	AGWAY INC
BARCLAY'S GOLD LABEL WHISKY	HIRAM WALKER-GOODERHAM & W	BERSANO ITALIAN WINES	SEAGRAM COMPANY LTD
BARCLAY'S RARE OLD BRANDY	HIRAM WALKER-GOODERHAM & W	BERSANO ITALIAN WINES	SEAGRAM COMPANY LTD
BARCLAY'S ROYAL CANADIAN WHISKY	HIRAM WALKER-GOODERHAM & W	BERTANI WINES	LIGGETT & MYERS INCORPORATE
BARCLAY'S VODKA	HIRAM WALKER-GOODERHAM & W	BERTOCCHINI LACRYMA CHRISTI WINE	RECKITT & COLEMAN LTD
BARILLA SPAGHETTI	W R SPACE & CO	BEST FLOUR	PILLSBURY COMPANY
BAROLO WINE	GLENNMORE DISTILLERS CO	BEST FLOUR & RED STAR YEAST	PILLSBURY COMPANY
BARRELHEAD ROOT BEER	HORTON SIMON, INC	BEST FOODS FANNING'S BREAD AND BUTTE	CPC INTERNATIONAL INC
BARRELHEAD ROOT BEER	SOUTHDOWN, INC	BEST FOODS GENERAL PROMOTION	CPC INTERNATIONAL INC
BARRICINI CANDIES	SOUTHLAND CORPORATION	BEST FOODS MAYONNAISE	CPC INTERNATIONAL INC
BARRICINI CHOCOLATES	SOUTHLAND CORPORATION	BETCHA MEAT EXTENDER	GENERAL MILLS INC
BASIC BUNDT CAKE MIXES	PILLSBURY COMPANY	BETSY ROSS BAKERY PRODUCTS	FLOWERS INDUSTRIES, INC
BATTER'N BAKE BATTER MIX	GENERAL FOODS CORPORATION	BETTER WAY BREAD	INTERSTATE BRANDS CORPORAT
BAVARIAN BRAND DELICATESSEN COLD CUTS	LTV CORPORATION	BETTY CROCKER PAC*OS	GENERAL MILLS INC
BEAM WHISKEY	AMERICAN BRANDS INC	BETTY CROCKER BAR COOKIE MIXES	GENERAL MILLS INC
BEAMEISTERS GERMAN WINES	AMERICAN BRANDS INC	BETTY CROCKER BROWNIE MIXES	GENERAL MILLS INC
BEAMERO LIQUORS	AMERICAN BRANDS INC	BETTY CROCKER BUTTERMILK PANKAKE MIX	GENERAL MILLS INC
BEAMS CHOICE LOUBRON WHISKEY	AMERICAN BRANDS INC	BETTY CROCKER CAKE MIXES	GENERAL MILLS INC
BEAMS MULTI PRODUCT ADVERTISING	AMERICAN BRANDS INC	BETTY CROCKER COOKING FOR TWO DINNER	GENERAL MILLS INC
BEANZ MEALZ	H J HEINZ COMPANY	BETTY CROCKER CREAMY N DREAMY FROSTI	GENERAL MILLS INC
BEAR BRAND TUB HONEY	RECKITT & COLEMAN LTD	BETTY CROCKER CRISP N TENDER BATTER	GENERAL MILLS INC
BEATREME FLAVORINGS	BEATRICE FOODS CO	BETTY CROCKER FROSTING MIXES	GENERAL MILLS INC
BEATRICE DAIRY PRODUCTS	BEATRICE FOODS CO	BETTY CROCKER FROZEN COUNTRY CUTS PR	GENERAL MILLS INC
BEAULIEU BV WINES	HEUBLEIN INC	BETTY CROCKER FROZEN CROQUETTES	GENERAL MILLS INC
BEAVER'S MEAT PRODUCTS	GOLD KIST INC	BETTY CROCKER FROZEN STICKS & CROQUE	GENERAL MILLS INC
BECAS SEAFOOD SOUPS	BEATRICE FOODS CO	BETTY CROCKER HAMBURGER HELPER DINNE	GENERAL MILLS INC
BECHARAS COFFEE	STANDARD BRANDS	BETTY CROCKER MEAT FLAVORED STICKS	GENERAL MILLS INC
BECKERS MEATS	J LYONS & CO LTD	BETTY CROCKER MUFFIN MIX	GENERAL MILLS INC
BEECHIES CHEWING GUM	SQUIBB CORPORATION	BETTY CROCKER PACKAGED POTATOE DISHE	GENERAL MILLS INC
BEECH-NUT CHEWING GUM	SQUIBB CORPORATION	BETTY CROCKER PIE CRUST MIX	GENERAL MILLS INC
BEECH-NUT CHEWING TOBACCO	LOEWS CORPORATION	BETTY CROCKER READY-TO-SPREAD FROSTI	GENERAL MILLS INC
BEECH-NUT COUGH DROPS	SQUIBB CORPORATION	BETTY CROCKER RING CAKE SUPREME MIXE	GENERAL MILLS INC
BEEF SNAPS PET FOOD TREATS	LIGGETT & MYERS INCORPORATE	BETTY CROCKER SNACKIN CAKE MIXES	GENERAL MILLS INC
BEEFAMATO BEEF FLAVORED TOMATO COCKT	AMERICAN BRANDS INC	BETTY CROCKER SPOON & BAKE COOKIE DO	GENERAL MILLS INC
BEEFBITES DINNER DRY DOG FOOD	LIGGETT & MYERS INCORPORATE	BETTY CROCKER STIR N FROST CAKE MIXE	GENERAL MILLS INC
BEEFEATER FRANKFURTERS	FREDERICK & HERFUD INC	BETTY CROCKER SUDDENLY SALAD SEASONI	GENERAL MILLS INC
BELAIR CIGARETTES PREMIUM OFFER	BRITISH AMERICAN TOBACCO	BETTY CROCKER TUNA HELPER DINNERS	GENERAL MILLS INC
BELAIR FILTER KING CIGARETTES	BRITISH AMERICAN TOBACCO	BETUWE VITAL VEGETABLE COCKTAIL	UNILEVER
BELAIR MENTHOL FILTER CIGARETTES	BRITISH AMERICAN TOBACCO	BICENTENNIAL DECANTER KENTUCKY STRAI	STANDARD BRANDS
BELAIR MENTHOL FILTER KING & SUPER L	BRITISH AMERICAN TOBACCO	PICNOT WINES	RAPID-AMERICAN CORPORATION
BELL BRAND POTATO CHIPS	AMERICAN BRANDS INC	PIEC COFFEE	STANDARD BRANDS
BELLE OF GEORGIA MEAT PRODUCTS	GOLD KIST INC	PIG BUNCH DRINKS	R J REYNOLDS INDUSTRIES IN
BELLITOS TORTILLA CHIPS	AMERICAN BRANDS INC	PIG CAT BEER	PABST BREWING COMPANY
BELLOWS SCOTCH WHISKY	NATIONAL DISTILLERS AND CH	PIG EYE PORK	LTV CORPORATION
BELLS SCOTCH WHISKY	AMERICAN BRANDS INC	PIG G CEREAL	GENERAL MILLS INC
BELVEDERE CIGARETTES	PHILLIP MORRIS INCORPORATE	PIG I POKED BEEF	ILLINI BEEF PACKERS, INC
BEL-AIR CROUTONS	RECKITT & COLEMAN LTD	PIG K SOFT DRINKS	KROGER CO
BEL-AIR FROZEN ORANGE JUICE	SAFEWAY STORES INCORPORATE	PIG RED DRY DOG FOOD	AGWAY INC
BEL-AIR FROZEN VEGETABLES	SAFEWAY STORES INCORPORATE	PIG TOWN COOKIE SANDWICHES	LANCE INC

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
BIGHORN JERKY	BEATRICE FOODS CO	BLUE BOY STEWED TOMATOES	AGWAY INC
BIRDS COFFEE	GENERAL FOODS CORPORATION	BLUE BOY SUCCUTASH	AGWAY INC
BIRDS EYE AMERICANA RECIPE FROZEN VE	GENERAL FOODS CORPORATION	BLUE BOY TART CHERRIES	AGWAY INC
BIRDS EYE COOL WHIP FROZEN WHIPPED T	GENERAL FOODS CORPORATION	BLUE BOY WAX BEANS	AGWAY INC
BIRDS EYE FROZEN INTERNATIONAL VEGET	GENERAL FOODS CORPORATION	BLUE BRAND MARGARINE	UNILEVER
BIRDS EYE FROZEN ORANGE JUICE	GENERAL FOODS CORPORATION	BLUE CROSS CONDENSED MILK	CARNATION COMPANY
BIRDS EYE FROZEN ORANGE PLUS JUICE D	GENERAL FOODS CORPORATION	BLUE LABEL MILK REPLACER	AGWAY INC
BIRDS EYE FROZEN STIR-FRY VEGETABLES	GENERAL FOODS CORPORATION	BLUE MOUNTAINPET FOODS	NABISCO INC
BIRDS EYE FROZEN VEGETABLES	GENERAL FOODS CORPORATION	BLUE PIKATE FILBERTS	AMERICAN BAKERIES COMPANY
BIRDS EYE FROZEN VEGETABLES WITH SAU	GENERAL FOODS CORPORATION	BLUE PLATE MAYONNAISE	NORTON SIMON, INC
BIRLEY'S BEVERAGE BASE	GENERAL FOODS CORPORATION	BLUE RIBBON BREAD	INTERSTATE BRANDS CORPORAT
BISCARDO ITALIAN WINES	RECKITT & COLEMAN LTD	BLUE SEAL BREAD	INTERSTATE BRANDS CORPORAT
BISCOS WAFERS	NABISCO INC	BLUE STAR POTATO CHIPS	FAIRMONT FOODS COMPANY
BISLERI FERRO-CHINA	RECKITT & COLEMAN LTD	BLUE WATER FROZEN SEAFOOD	GENERAL MILLS INC
BISQUICK BAKING MIX	GENERAL MILLS INC	BLUEBIRD MEATS	BLUEBIRD INCORPORATED
BISQUICK BUTTERMILK BAKING MIX	GENERAL MILLS INC	BOCA DOCE PUDDINGS	STANDARD BRANDS
BISQUIT CHAMPAGNE COGNAC	SEAGRAM COMPANY LTD	BODEGAS FRANCO-ESPAÑOLAS WINES	STANDARD BRANDS
BISQUIT CHAMPAGNE COGNAC	SEAGRAM COMPANY LTD	BOGENA PET FOODS	CENTRAL SOYA
BITSYN NUTMEAT EXTENDER	PILLSBURY COMPANY	BOHEMIA ALE	SOUTHDOWN, INC
BIT-O-CHOCOLATE CANDY	WARD FOODS INC	BOISSIERE VERMOUTHS	NATIONAL DISTILLERS AND CH
BIT-O-HONEY CANDY	WARD FOODS INC	BOKAR COFFEE	GREAT ATLANTIC AND PACIFIC
BLACK BEAR POP WINE	COLA-COLA BOTTLING COMPANY	BOLLA ITALIAN WINES	BROWN-FOREMAN DISTILLERS C
BLACK CAT CIGARETTES	ROTHMANS OF PALL MALL CANA	BOLLINGER CHAMPAGNES	STANDARD BRANDS
BLACK CAT FILTER CIGARETTES	ROTHMANS OF PALL MALL CANA	BOLS BRANDIES	BROWN-FOREMAN DISTILLERS C
BLACK TOWER WINES	SEAGRAM COMPANY LTD	BOLS LIQUEURS	BROWN-FOREMAN DISTILLERS C
BLACK TOWER WINES	SEAGRAM COMPANY LTD	BOLS LIQUEURS	HIRAM WALKER-GOODERHAM & W
BLACK VELVET BLENDED CANADIAN WHISKY	HEUBLEIN INC	BOLSHOI VODKA	SEAGRAM COMPANY LTD
BLACK & WHITE SCOTCH WHISKY	HEUBLEIN INC	BOLSHOI VODKA	SEAGRAM COMPANY LTD
BLACKBERRY JULEP	RAPID-AMERICAN CORPORATION	BOMBAY GIN	LIGGETT & MYERS INCORPORATE
BLATZ LIGHT BEER	HEILEMAN BREWING COMPANY	BON CARAFE WINES	RECKITT & COLEMAN LTD
BLAYBOM MARGARINE	ANDERSON, CLAYTON & CO	BOND PICKLES	BEATRICE FOODS CO
BLEUETTE CHEESE	KRAFTCO CORPORATION	BONFILS WINES	LIGGETT & MYERS INCORPORATE
BLOAT GUARD BLOCKS	A & STALEY MANUFACTURING C	BONNIE DRY PET FOOD	NATIONAL CAN CORP
BLOC-REDI BEEF	GREYHOUND CORPORATION	BONO ITALIAN ICE FROZEN CONFECTION	DAIRYLEA COOPERATIVE INC
BLOOM HORSE FEED	AGWAY INC	BUNZO PET FOOD	RALSTON PURINA
BLUE BELL POTATO CHIPS	AMERICAN BRANDS INC	BLO BERRY CEREAL	GENERAL MILLS INC
BLUE BELL SNACKS	AMERICAN BRANDS INC	BOODLES BRITISH GIN	SEAGRAM COMPANY LTD
BLUE BOAR SMOKING TOBACCO	AMERICAN BRANDS INC	BOODLES BRITISH GIN	SEAGRAM COMPANY LTD
BLUE BONNET LIQUID MARGARINE	STANDARD BRANDS	BOONES FARM WINES	E & J GALLO WINERY
BLUE BONNET MARGARINES	STANDARD BRANDS	BOOTH'S FROZEN SEAFOODS	CONSOLIDATED FOODS CORPORA
BLUE BONNET SPREAD IMITATION MARGARI	STANDARD BRANDS	BOOTH'S HIGH & DRY GIN	HIRAM WALKER-GOODERHAM & W
BLUE BOY APPLESAUCE	AGWAY INC	BOOTH'S HOUSE OF LORDS GIN	HIRAM WALKER-GOODERHAM & W
BLUE BOY BEETS	AGWAY INC	BORDEN DAIRY PRODUCTS (INTERNATIONAL	BORDEN INC
BLUE BOY BUTTER LIMA BEANS	AGWAY INC	BORDENS BREAKFAST DRINK	BORDEN INC
BLUE BOY CANNED VEGETABLES	AGWAY INC	BORDENS CHEESE	BORDEN INC
BLUE BOY CARBONATED BEVERAGES DIET	AGWAY INC	BORDENS CONDENSED MILK	BORDEN INC
BLUE BOY CARBONATED BEVERAGES REGULA	AGWAY INC	BORDENS CONDENSED MILK & KELLOGGS CO	BORDEN INC
BLUE BOY CARPOTS	AGWAY INC	BORDENS COTTAGE CHEESE	BORDEN INC
BLUE BOY CORN	AGWAY INC	BORDENS COUNTRY STORE INSTANT MASHED	BORDEN INC
BLUE BOY GREEN BEANS	AGWAY INC	BORDENS CREAM FL	BORDEN INC
BLUE BOY ICE CREAM	BEATRICE FOODS CO	BORDENS CREMORA COFFEE CREAMER	BORDEN INC
BLUE BOY LIMA BEANS	AGWAY INC	BORDENS DAIRY PRODUCTS	BORDEN INC
BLUE BOY PEAS	AGWAY INC	BORDENS DESSERT STARTER	BORDEN INC
BLUE BOY PEAS & CARROTS	AGWAY INC	BORDENS DIPS	BORDEN INC
BLUE BOY RED KIDNEY BEANS	AGWAY INC	BORDENS EAGLE BRAND CONDENSED MILK	BORDEN INC

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
BORDENS EGG NOG & FACARDI RUM	BORDEN INC	BROOKS CHILI HOT BEANS	AGWAY INC
BORDENS FROZEN TREATS	BORDEN INC	BROOKS CHILI MIX	AGWAY INC
BORDENS ICE CREAM	BORDEN INC	BROOKS TANGY CATSUP	AGWAY INC
BORDENS ICE MILK	BORDEN INC	BROOKSIDE WINES	BEATRICE FOODS CO
BORDENS INSTANT HOT CHOCOLATE	BORDEN INC	BROWN GOLD REGULAR COFFEE	AMERICAN MAIZE-PRODUCTS CO
BORDENS LITE-LINE CHEESE	BORDEN INC	BROWN & WILLIAMSON MULTI-PRODUCT ADV	BRITISH AMERICAN TOBACCO
BORDENS LITE-LINE MULTI-PRODUCT ADVL	BORDEN INC	BROWN & WILLIAMSON TOBACCO CORP GENE	BRITISH AMERICAN TOBACCO
BORDENS MILK	BORDEN INC	BROWN-FOREMAN VARIOUS WINES	BROWN-FOREMAN DISTILLERS C
BORDENS NONE SUCH MINCE MEAT & PILLS	BORDEN INC	BRUNETTE CIGARETTES	PHILLIP MORRIS INCORPORATE
BORDENS PRO-LINE PRODUCTS	BORDEN INC	BRYAN BACON	CONSOLIDATED FOODS CORPORA
BORDENS TRU-MATO JUICE	BORDEN INC	BRYAN MEATS	CONSOLIDATED FOODS CORPORA
BORDENS WHIP & POOF TOPPING	BORDEN INC	BRYAN SAUSAGES	CONSOLIDATED FOODS CORPORA
BORGES PORTO WINE	PUBLICKER INDUSTRIES INC	BRYAN WINERS	CONSOLIDATED FOODS CORPORA
BOSCO CHOCOLATE MILK AMPLIFIER	CPC INTERNATIONAL INC	BUBBLE UP BEVERAGES	COCA-COLA BOTTLING LOS ANG
BOTANICALS PTE OLEORESINS OF SPICES	MCCORMICK & COMPANY INC	BUBBLE UP CARBONATED SOFT DRINK	IC INDUSTRIES INC
BOUCHARD PERE ET FILS BURGUNDIES	HEUBLEIN INC	BUBBLE YUM BUBBLE GUM	SQUIBB CORPORATION
BOUNTY CANNED ENTREES	CAMPBELL SOUP COMPANY	BUCHANANS SCOTCH WHISKY	STANDARD BRANDS
BOURBON BLEND SMOKING TOBACCO	AMERICAN BRANDS INC	BUCHANAN'S SCOTCH WHISKY	HEUBLEIN INC
BOURBON DE LUXE BOURBON WHISKEY	NATIONAL DISTILLERS AND CH	BUCKHORN BEER	OLYMPIA BREWING COMPANY
BOYER CANDIES	AMERICAN MAIZE-PRODUCTS CO	BUCKINGHAM ICE CREAM	BEATRICE FOODS CO
BOYER RIVER MEATS	FARMLAND INDUSTRIES INC	BUC-WHEATS CEREAL	GENERAL MILLS INC
BOZU CHOCOLATE BARS	NESTLE ALIMENTANA S A	BUDWEISER BEER	ANHEUSER-BUSCH INCORPORATE
BRACH'S CANDY	AMERICAN HOME PRODUCTS COR	BUDWEISER MALT LIQUOR	ANHEUSER-BUSCH INCORPORATE
BRAUNS BREAD	INTERNATIONAL TELEPHONE AN	BUDWEISER YEAST	ANHEUSER-BUSCH INCORPORATE
BREADS INTERNATIONAL BREADS	FLOWERS INDUSTRIES, INC	BUFFET CANNED CAT FOOL	CARNATION COMPANY
BREAKFAST SQUAKES COMPLETE MEALS	GENERAL MILLS INC	PULLS BLOOD HUNGARIAN RED WINE	RECKITT & COLEMAN LTD
BREAKSTONE COTTAGE CHEESE	KRAFTCO CORPORATION	PUMBLE BEE CANNED TUNA	CASTLE & COOKE INC
BREAKSTONE SALAD DRESSINGS	KRAFTCO CORPORATION	PUNDT CAKE MIXES	INTERNATIONAL MULTIFOODS C
BREAKSTONE SOUR CREAM	KRAFTCO CORPORATION	PUNNY BAKERY PRODUCTS	AMERICAN BAKERIES COMPANY
BREAKSTONE YOGURT	KRAFTCO CORPORATION	PURDONS SHERRIES	RECKITT & COLEMAN LTD
BRENTWOOD DAIRY PRODUCTS	CARNATION COMPANY	BURGERMEISTER BEER	PABST BREWING COMPANY
BREK RABBIT MOLASSES AND SYRUPS	R J REYNOLDS INDUSTRIES IN	BURGIE BEER	PABST BREWING COMPANY
BREST O'GOLD TURKEYS	LAND O' LAKES	BURNY BAKERY PRODUCTS	BEATRICE FOODS CO
BRETEL BUTTER	CARNATION COMPANY	BURPEE SFEDS & BULBS	GENERAL FOODS CORPORATION
BREYERS ICE CREAM	KRAFTCO CORPORATION	BURKUS LIGHT CRUST BAKING MIXES	CARGILL INC
BREYERS YOGURT	KRAFTCO CORPORATION	BURRUS LIGHT CRUST FLOUR	CARGILL INC
BRICK'S PICKLES AND RELISHES	INTERNATIONAL MULTIFOODS C	BURRYS COOKIES AND CRACKERS	QUAKER OATS COMPANY
BRIDGEMAN ICE CREAM	LAND O' LAKES	BUSCH BAVARIAN BEER	ANHEUSER-BUSCH INCORPORATE
BRIGADIER GIN	NATIONAL DISTILLERS AND CH	BUSTELO COFFEE	J LYONS & CO LTD
BRIGGS DAIRY PRODUCTS	SOUTHLAND CORPORATION	BUTTER NUT INSTANT COFFEE	COCA COLA CO
BRIGGS ICE CREAM	SOUTHLAND CORPORATION	BUTTER NUT REGULAR COFFEE	COCA COLA CO
BRIGGS MEAT PRODUCTS	LTV CORPORATION	BUTTERFINGER CANDY BAR	STANDARD BRANDS
BRIGGS MILK	SOUTHLAND CORPORATION	BUTTERFLAKE POPCORN	LIGGET & MYERS INCORPORATE
BRIGHTS ICE CREAM	JEWEL COMPANIES INC	BUTTERMAID BAKERY PRODUCTS	WARD FOODS INC
BRIGHT & EARLY	COCA COLA CO	BUTTERMAID BREAD	WARD FOODS INC
BRIM DECAFFEINATED COFFEE	GENERAL FOODS CORPORATION	BUTTERNUT BREAD	INTERSTATE BRANDS CORPORAT
BRIM FREEZE-DRIED COFFEE	GENERAL FOODS CORPORATION	BUTTERNUT CANDY	CONSOLIDATED FOODS CORPORA
BRIM REGULAR COFFEE	GENERAL FOODS CORPORATION	BUTTER-CRUST BREAD	BEATRICE FOODS CO
BROADCAST CANNED MEAT PRODUCTS	UNITED BRANDS	BUTTER-FRI FROZEN FISH	SCM CORPORATION
BROADCAST MULTI-PRODUCT ADVERTISEMEN	UNITED BRANDS	BUT-R-CUP BUTTER	LAND O' LAKES
BROADCAST REAL CRUMPLED BACON	UNITED BRANDS	BYRONS FROZEN BARBECUE SANDWICH	BEATRICE FOODS CO
BRODIE FLOUR MIXES	INTERNATIONAL MULTIFOODS C	P.M.REEVES FOODS	SCM CORPORATION
BROLIO ITALIAN WINES	SEAGRAM COMPANY LTD		
BROLIO ITALIAN WINES	SEAGRAM COMPANY LTD		
BROOKS BARBEQUE SAUCE	AGWAY INC	C PLUS ORANGE BEVERAGE	NORTON SIMON, INC

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
C & H POST FAMILY STYLE CEREAL	GENERAL FOODS CORPORATION	CANADA DRY TONIC WATER	SOUTHDOWN, INC
C & H SUGAR	CALIFORNIA & HAWAIIAN SUGAR	CANADA DRY VARIOUS MIXERS	SOUTHDOWN, INC
C & P FRENCH VERMOUTHS	STANDARD BRANDS	CANADA HOUSE CANADIAN WHISKY	NATIONAL DISTILLERS AND CH
CABANA CANANNA	CASTLE & COOKE INC	CANADIAN BREEZE IMPORTED CANADIAN WHISKY	PUBLICKER INDUSTRIES INC
CABELL'S DAIRY PRODUCTS	SOUTHLAND CORPORATION	CANADIAN CLUB BLENDED WHISKY	HIRAM WALKER-GOODERHAM & W
CABELL'S ICE CREAM	SOUTHLAND CORPORATION	CANADIAN CLUB WHISKY	HIRAM WALKER-GOODERHAM & W
CABELL'S MILK	SOUTHLAND CORPORATION	CANADIAN LORD CALVERT WHISKY	SEAGRAM COMPANY LTD
CABIN HOME DOG FOOD	SAVANNAH FOODS & INDUSTRIES	CANADIAN LORD CALVERT WHISKY	SEAGRAM COMPANY LTD
CABIN STILL BOURBON WHISKEY	NORTON SIMON, INC	CANADIAN LTD WHISKY	STANDARD BRANDS
CADETES CIGARETTES	AMERICAN BRANDS INC	CANADIAN MASTERPIECE WHISKY	SEAGRAM COMPANY LTD
CAFFE LOLITA COFFEE LIQUEUR	PUBLICKER INDUSTRIES INC	CANADIAN MASTERPIECE WHISKY	SEAGRAM COMPANY LTD
CAGLES BACON	CAGLES INC	CANADIAN R & R WHISKY	HIRAM WALKER-GOODERHAM & W
CAGLES POULTRY PRODUCTS	CAGLES INC	CANADIAN RICH 'N RARE CANADIAN WHISKY	FOREMOST-MCKESSON INC
CAGLES SAUSAGE	CAGLES INC	CANADIAN SPIRIT RYE WHISKY	NATIONAL DISTILLERS AND CH
CAGLES SMOKED HAM	CAGLES INC	CANDI CANE SUGAR	SAFEWAY STORES INCORPORATE
CAINS COFFEE	NESTLE ALIMENTANA S A	CANDIAN MIST WHISKY	BROWN-FOREMAN DISTILLERS C
CAINS COMMERCIAL BLEND COFFEE	NESTLE ALIMENTANA S A	CANDIAN MIST WHISKY MAIL ORDER PROMO	BROWN-FOREMAN DISTILLERS C
CAKE-MATE DECORATING ICING & GEL	MCCORMICK & COMPANY INC	CANTERBURY TEA	SAFEWAY STORES INCORPORATE
CAKE-MATE DECORATING ICING & GEL	MCCORMICK & COMPANY INC	CAPERCAILLE SCOTCH WHISKY	STANDARD BRANDS
CALFMANNA ANIMAL FOOD SUPPLEMENT	CARNATION COMPANY	CAPN CRUNCH CEREAL	QUAKER OATS COMPANY
CALGARY EXPORT ALE	ROTHMANS OF PALL MALL CANA	CAPRI 110S FILTER CIGARETTES REGULAR	BRITISH AMERICAN TOBACCO
CALO PET FOOD	BORDEN INC	CAPRICE SNACK CAKES	GEORGE WESTON
CALUMET BAKING POWDER	GENERAL FOODS CORPORATION	CAPTAIN DE TUEROS CIGARS	GULF & WESTERN INDUSTRIES
CALUMET BAKING POWDER	GENERAL FOODS CORPORATION	CAPTAIN KID CHOCOLATE BARS	NESTLE ALIMENTANA S A
CALVE LOW CALORIE MAYONNAISES	UNILEVER	CARDINET CANDY	RALSTON PURINA
CALVERT COCKTAILS	SEAGRAM COMPANY LTD	CARE FREE CHEWING GUM	SQUIBB CORPORATION
CALVERT COCKTAILS	SEAGRAM COMPANY LTD	CARE FREE SUGARLESS BUBBLE GUM	SQUIBB CORPORATION
CALVERT EXTRA BLENDED WHISKY	SEAGRAM COMPANY LTD	CARGILL FEEDS	CARGILL INC
CALVERT EXTRA BLENDED WHISKY	SEAGRAM COMPANY LTD	CARIOCA ICE CREAM	BEATRICE FOODS CO
CAMBAS WINES	RAPID-AMERICAN CORPORATION	CARLING BLACK LABEL BEER	ROTHMANS OF PALL MALL CANA
CAMEL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES INC	CARLING BLACK LABEL MALT LIQUOR	ROTHMANS OF PALL MALL CANA
CAMEL REGULAR CIGARETTES	R J REYNOLDS INDUSTRIES INC	CARLING RED CAP ALE	ROTHMANS OF PALL MALL CANA
CAMEO CIGARETTE	IMASCO LTD	CARLO RUSSI WINE	E & J GALLO WINERY
CAMEO EXTRA MILD CIGARETTE	IMASCO LTD	CARLSBERG BEER	ROTHMANS OF PALL MALL CANA
CAMPARI APERITIF	LIGGETT & MYERS INCORPORATE	CARLTON FILTER CIGARETTES	AMERICAN BRANDS INC
CAMPBELL TAGGART BAKERY PRODUCTS	CAMPBELL TAGGART INC	CARNATION BREAKFAST SAP	CARNATION COMPANY
CAMPBELLS CANNED BEANS	CAMPBELL SOUP COMPANY	CARNATION COTTAGE CHEESE	CARNATION COMPANY
CAMPBELLS CANNED SOUPS	CAMPBELL SOUP COMPANY	CARNATION DAIRY PRODUCTS	CARNATION COMPANY
CAMPBELLS CHUNKY CANNED SOUPS	CAMPBELL SOUP COMPANY	CARNATION EVAPORATED MILK	CARNATION COMPANY
CAMPBELLS COOKBOOK	CAMPBELL SOUP COMPANY	CARNATION FROZEN SHRIMP	SPRINGS MILLS, INC
CAMPBELLS SOUP TOPPERS CROUTONS	CAMPBELL SOUP COMPANY	CARNATION HOT COCOA MIX	CARNATION COMPANY
CAMPBELLS SOUPER SUPPER MIXES	CAMPBELL SOUP COMPANY	CARNATION ICE CREAM	CARNATION COMPANY
CAMPBELLS THICK & TANGY TOMATO JUICE	CAMPBELL SOUP COMPANY	CARNATION INSTANT BREAKFAST	CARNATION COMPANY
CAMPBELLS TOMATO JUICE	CAMPBELL SOUP COMPANY	CARNATION INSTANT BREAKFAST PUDDING	CARNATION COMPANY
CAMPFIRE MARSHMALLOWS	BORDEN INC	CARNATION INSTANT DRY MILK	CARNATION COMPANY
CANUS COGNAC	NATIONAL DISTILLERS AND CH	CARNATION MILK	CARNATION COMPANY
CANABAS CIGARS	AMERICAN BRANDS INC	CARNATION OLD WORLD COFFEE BEVERAGES	CARNATION COMPANY
CANADA DRY BEVERAGES	BEATRICE FOODS CO	CARNATION PASTRY SHOPPE TOAST SPREAD	CARNATION COMPANY
CANADA DRY BEVERAGES	NORTON SIMON, INC	CARNATION SLENDER LIQUID & POWDER DI	CARNATION COMPANY
CANADA DRY BLUE SODA	SOUTHDOWN, INC	CARNATION TUNA	CARNATION COMPANY
CANADA DRY COLLINS MIX	SOUTHDOWN, INC	CARNATION YOGURT	CARNATION COMPANY
CANADA DRY DIET BEVERAGES	NORTON SIMON, INC	CAROLINA BAKE-IT-EASY RICE DISHES	RIVIANA FOODS INC
CANADA DRY GINGER ALE	NORTON SIMON, INC	CAROLINA PRIDE MEATS	KANE-MILLER CORP
CANADA DRY GINGER ALE	SOUTHDOWN, INC	CAROLINA RICE	RIVIANA FOODS INC
CANADA DRY MIXERS	COCA-COLA BOTTLING LOS ANG	CARRILLON IMPORTERS LTD WINES	LIGGETT & MYERS INCORPORATE

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
CARKOT LOVE HORSE FEED	JAVANNAH FOOLS & INDUSTRIE	CHEERIOS CEREAL	GENERAL MILLS INC
CARSTAIRS WHITE SEAL WHISKEY	SEAGRAM COMPANY LTD	CHEESE YUMBLES	PEAVEY COMPANY
CARSTAIRS WHITE SEAL WHISKEY	SEAGRAM COMPANY LTD	CHEESERREAK CHEESE	BEATRICE FOODS CO
CARTA BLANCA CIGAR	SOUTHDOWN, INC	CHEESY PROCESSED CHEESE	CPC INTERNATIONAL INC
CARTER HALL TOBACCO	R J REYNOLDS INDUSTRIES IN	CHEEZ KISSES	BORDEN INC
CARTIER	PEPSICO INC	CHEEZ KISSES	BORDEN INC
CASINNO CHEESE	KRAFTCO CORPORATION	CHEEZ-IT CHEESE FLAVORED CRACKERS	AMERICAN BRANDS INC
CASINO CHEESE	KRAFTCO CORPORATION	CHEE-TOS SNACKS	PEPSICO INC
CASWELL DAIRY PRODUCTS	BEATRICE FOODS CO	CHEF LINE DINNERS	AMERICAN HOME PRODUCTS COR
CATARI PIZZA & TOMATO MIXES	STANDARD BRANDS	CHEFS HELPER BUTTER	ASSOCIATED MILK PRODUCERS
CATERPLAN PACKAGED MEALS	CPC INTERNATIONAL INC	CHEFS HELPER CHEESE-AMERICAN	ASSOCIATED MILK PRODUCERS
CATHERINE CLARK BREAD	PEAVEY COMPANY	CHEFS HELPER CHEESE-NATURAL	ASSOCIATED MILK PRODUCERS
CATHERINE CLARK FROZEN DOUGH	PEAVEY COMPANY	CHEF-BOY-AR-DEE CANNEL BEEFARONI	AMERICAN HOME PRODUCTS COR
CATHERINE CLARK GRANOLA BREAD MIX	PEAVEY COMPANY	CHEF-BOY-AR-DEE CANNED BEEFARONI & B	AMERICAN HOME PRODUCTS COR
CATHERINE CLARK STUFFING MIX	PEAVEY COMPANY	CHEF-BOY-AR-DEE CANNED LASAGNA	AMERICAN HOME PRODUCTS COR
CATS CHOICE CANNED CAT FOOD	KROGER CO	CHEF-BOY-AR-DEE CANNED MEALS	AMERICAN HOME PRODUCTS COR
CATTO'S GOLD LABEL SCOTCH WHISKY	LIGGET & MYERS INCORPORATE	CHEF-BOY-AR-DEE CANNED RAVIOLI	AMERICAN HOME PRODUCTS COR
CAVALIER CIGARETTES	R J REYNOLDS INDUSTRIES IN	CHEF-BOY-AR-DEE CANNED ROLLER COASTE	AMERICAN HOME PRODUCTS COR
CBH FOODS	C H B FOODS INC	CHEF-BOY-AR-DEE CANNED SPAGHETTI SAU	AMERICAN HOME PRODUCTS COR
CEFRISCH BEVERAGE MIX	GENERAL FOODS CORPORATION	CHEF-BOY-AR-DEE CANNED SPAGHETTI & M	AMERICAN HOME PRODUCTS COR
CELESTE FROZEN PIZZA	QUAKER OATS COMPANY	CHEF-BOY-AR-DEE MULTI-PRODUCT ADVERT	AMERICAN HOME PRODUCTS COR
CELLA ITALIAN WINES	BROWN-FOREMAN DISTILLERS C	CHEF-BOY-AR-DEE PACKAGED DINNERS	AMERICAN HOME PRODUCTS COR
CENTEX MEAT EXTENDER	CENTRAL SOYA	CHEF-BOY-AR-DEE PIZZA PRODUCTS	AMERICAN HOME PRODUCTS COR
CERTO FRUIT PECTIN	GENERAL FOODS CORPORATION	CHEF-MATE SAUCES	CARNATION COMPANY
CERTO & SURE JELL PECTINS	GENERAL FOODS CORPORATION	CHEF-WAY OIL	RICELAND FOODS INC
CERTS GUM	WARNER-LAMBERT COMPANY	CHEF-WAY SHORTENING	RICELAND FOODS INC
CERTS MINTS	WARNER-LAMBERT COMPANY	CHEF-WAY VEGETABLE OIL & SHORTENING	RICELAND FOODS INC
CHACINERA PROCESSED MEATS	CARNATION COMPANY	CHEQUERS SCOTCH	BROWN-FOREMAN DISTILLERS C
CHAGBOURCY YOGHURTS	NESTLE ALIMENTANA S A	CHERI-SUISSE LIQUEUR	SEAGRAM COMPANY LTD
CHAMPION BOURBON WHISKY	RAPID-AMERICAN CORPORATION	CHEKI-SUISSE LIQUEUR	SEAGRAM COMPANY LTD
CHANSON BURGANDIES WINES	STANDARD BRANDS	CERRY ELSINORE WINES	STANDARD BRANDS
CHAPIN & GORE BOURBON WHISKEY	FOREMOST-MCKESSON INC	CERRY MARNIER LIQUEUR	LIGGET & MYERS INCORPORATE
CHAPOTIER TAVEL RHONE ROSE WINE	NATIONAL DISTILLERS AND CH	CHESTERFIELD FILTER CIGARETTES	LIGGET & MYERS INCORPORATE
CHAPOUTIER WINES	NATIONAL DISTILLERS AND CH	CHESTERFIELD KING, REGULAR CIGARETTES	LIGGET & MYERS INCORPORATE
CHAR BEEF STEAKS AND Patties	GEA A HORMEL & COMPANY	CHESTERFIELD 101 FILTER CIGARETTES	LIGGET & MYERS INCORPORATE
CHARBONNIER WINES	RECKITT & COLEMAN LTD	CHESTY POTATO CHIPS	FAIRMONT FOODS COMPANY
CHARLESTON CHEW CANDY BARS	LOEWS CORPORATION	CHEX CEREALS	RALSTON PURINA
CHARMS CANDIES	GENERAL FOODS CORPORATION	CHEZ-TONE 13 CHEESE	BEATRICE FOODS CO
CHAK-O SNAPS PET FOOD TREATS	LIGGET & MYERS INCORPORATE	CHI CHI LIQUORS	AMERICAN BRANDS INC
CHASE & SANBORN COFFEE	STANDARD BRANDS	CHICK GROWER	AGWAY INC
CHASE & SANBORN CREAMER	STANDARD BRANDS	CHICK STARTER	AGWAY INC
CHATEAU BOUSCAUT WINES	LIGGET & MYERS INCORPORATE	CHICKEN DELIGHT	CONSOLIDATED FOODS CORPORA
CHATEAU DE LA CHAIZE WINES	SEAGRAM COMPANY LTD	CHICKEN OF THE SEA TUNA	RALSTON PURINA
CHATEAU DE LA CHAIZE WINES	SEAGRAM COMPANY LTD	CHILLETS GUM	WARNER-LAMBERT COMPANY
CHATEAU DE SANCERRE WINES	LIGGET & MYERS INCORPORATE	CHICLETS GUM	WARNER-LAMBERT COMPANY
CHATEAU FIGEAC WINES	LIGGET & MYERS INCORPORATE	CHIFFON MARGARINE	ANDERSON, CLAYTON & CO
CHATEAU LASCOMBES WINES	NORTON SIMON, INC	CHIK-N SNAPS PET FOOD TREATS	LIGGET & MYERS INCORPORATE
CHATEAU LIQUEUR	AMERICAN BRANDS INC	CHILL PIPE FROZEN FOOLS	SPRINGS MILLS, INC
CHATEAU OLIVIER WINES	LIGGET & MYERS INCORPORATE	CHIP & DIET DOG FOOD	AGWAY INC
CHATEAU PAUSAN SEGLA WINES	LIGGET & MYERS INCORPORATE	CHIPITS CHOCOLATE BAKING AIDS	STANDARD BRANDS
CHATEAU POC ST MICHEL WINES	LIGGET & MYERS INCORPORATE	CHIPOS POTATO CHIPS	GENERAL MILLS INC
CHATEAU & ESTATE WINES	SEAGRAM COMPANY LTD	CHIP-A-ROOS SNACK CRACKERS	AMERICAN BRANDS INC
CHATEAU & ESTATE WINES	SEAGRAM COMPANY LTD	CHIGUITA BANANAS	UNITED BRANDS
CHECKERBOARD FARMS POULTRY PRODUCTS	RALSTON PURINA	CHIRAT PICKLES	CPC INTERNATIONAL INC
CHECKERBOARD PET FOODS	RALSTON PURINA	CHIRAT SEASONINGS & RELISHES	CPC INTERNATIONAL INC

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
CHIVAS LOCHAN ORA LIQUEUR	SEAGRAM COMPANY LTD	CLOVERBLOOM OILS	GREYHOUND CORPORATION
CHIVAS LOCHAN ORA LIQUEUR	SEAGRAM COMPANY LTD	CLUB COFFEE	STANDARD BRANDS
CHIVAS REGAL SCOTCH WHISKY	SEAGRAM COMPANY LTD	CLUB HOUSE PRODUCTS	MCCORMICK & COMPANY INC
CHIVAS REGAL SCOTCH WHISKY	SEAGRAM COMPANY LTD	CLUB RAKI	LIGGETT & MYERS INCORPORATE
CHUCK FULL O NUTS DECAFFENATED COFFEE	CHUCK FULL O NUTS CORP	CMP PLUS MILK REPLACER	AGWAY INC
CHUCK FULL O NUTS FROZEN MARBLE CAKE	CHUCK FULL O NUTS CORP	COCA COLA	COCA COLA CO
CHUCK FULL O NUTS FROZEN POUND CAKE	CHUCK FULL O NUTS CORP	COCA COLA CO SUGAR FREE BEVERAGES	COCA COLA CO
CHUCK FULL O NUTS INSTANT COFFEE	CHUCK FULL O NUTS CORP	COCA-COLA	COCA-COLA BOTTLING COMPANY
CHUCK FULL O NUTS REGULAR COFFEE	CHUCK FULL O NUTS CORP	COCA-COLA SOFT DRINK	ASSOCIATED COCA-COLA BOTTL
CHOCOCO LIQUER	BROWN-FOREMAN DISTILLERS C	COCA-COLA SOFT DRINKS	COCA-COLA BOTTLING LOS ANG
CHOC-U-LUNCH COOKIE SANDWICHES	LANCE INC	COCIO CHOCOLATE MILK	BORDEN INC
CHOC-U-MINT COOKIE SANDWICHES	LANCE INC	COCK O' THE WALK FRUITS	TRI/VALLEY GROWERS
CHOICE PECANS	STANDARD BRANDS	COCK O' THE WALK VEGETABLES	TRI/VALLEY GROWERS
CHRIS & PITTS BARBEQUE SAUCE	SCM CORPORATION	COCKBURN'S SPECIAL RESERVE PORT	NATIONAL DISTILLERS AND CH
CHRISTIAN BROTHERS BRANDY	SEAGRAM COMPANY LTD	COCOA PUFFS	GENERAL MILLS INC
CHRISTIAN BROTHERS BRANDY	SEAGRAM COMPANY LTD	COCONUT GROVE PARS	STANDARD BRANDS
CHRISTIAN BROTHERS WINES	SEAGRAM COMPANY LTD	COFFEE MATE COFFEE CREAMER	CARNATION COMPANY
CHRISTIAN BROTHERS WINES	SEAGRAM COMPANY LTD	COINTREAU LIQUEUR	HIRAM WALKER-GOODERHAM & W
CHRISTIE COOKIES	NABISCO INC	COKE	COCA COLA CO
CHRISTIE CRACKERS	NABISCO INC	COKE	COCA-COLA BOTTLING COMPANY
CHRISTIE SNACK FOODS	NABISCO INC	COLD BEAR POP WINE	COCA-COLA BOTTLING COMPANY
CHUCK WAGON MEATS	CLOVER INC	COLLEGE INN CHICKEN AND REEF SPECIAL	R J REYNOLDS INDUSTRIES IN
CHUCKLES CANDY	NABISCO INC	COLMANS AMERICAN MUSTARD	RECKITT & COLEMAN LTD
CHUN KING CANNED AND FROZEN DINNERS	R J REYNOLDS INDUSTRIES IN	COLMANS BORDEAUX DIJON AND MEAUX MUS	RECKITT & COLEMAN LTD
CHUN KING CANNED CHOW MEIN	R J REYNOLDS INDUSTRIES IN	COLMANS CASSEROLE MIXES	RECKITT & COLEMAN LTD
CHUN KING FOODS ADVERTISEMENT	R J REYNOLDS INDUSTRIES IN	COLMANS ENGLISH MUSTARD	RECKITT & COLEMAN LTD
CHUN KING FROZEN CHOW MEIN	R J REYNOLDS INDUSTRIES IN	COLMANS FRENCH MUSTARD	RECKITT & COLEMAN LTD
CHUN KING FROZEN DINNERS	R J REYNOLDS INDUSTRIES IN	COLMANS FRESH GARDEN MINT	RECKITT & COLEMAN LTD
CHUN KING FROZEN EGG ROLLS	R J REYNOLDS INDUSTRIES IN	COLMANS GERMAN MUSTARD	RECKITT & COLEMAN LTD
CHUN KING MIXES	R J REYNOLDS INDUSTRIES IN	COLMANS HORSE RADISH SAUCE	RECKITT & COLEMAN LTD
CHUNKY CANDY	WARD FOODS INC	COLMANS MINT JELLY	RECKITT & COLEMAN LTD
CHUNKY CHOCOLATE BAR	WARD FOODS INC	COLMANS OK FRUITY SAUCE	RECKITT & COLEMAN LTD
CHUNX DOG FOOD	SAVANNAH FOODS P INDUSTRIE	COLMANS OK MINT SAUCE	RECKITT & COLEMAN LTD
CINCH CAKE AND OTHER DRY MIXES	CH B FOODS INC	COLMANS OK SPICY SAUCE	RECKITT & COLEMAN LTD
CIRCLE E BOXED BEEF	MEYXL CORPORATION	COLMANS POWDER MUSTARD	RECKITT & COLEMAN LTD
CLAMATO CLAM FLAVORED TOMATO COCKTAIL	AMERICAN BRANDS INC	COLMANS SAUCE MIXES	RECKITT & COLEMAN LTD
CLAN SMOKING TOBACCO	AMERICAN BRANDS INC	COLMANS SAUCE TARTARE	RECKITT & COLEMAN LTD
CLARK BAR	BEATRICE FOODS CO	COLMANS SEMOLINA	RECKITT & COLEMAN LTD
CLARK CANNED BAKED BEANS	GREEN GIANT COMPANY	COLOMBO FROZEN PIZZA	FAIRMONT FOODS COMPANY
CLARK CANNED SOUPS	GREEN GIANT COMPANY	COLONIAL BAKERY PRODUCTS	CAMPBELL TAGGART INC
CLARK CANNED STEWS	GREEN GIANT COMPANY	COLONIAL COOKIES	BEATRICE FOODS CO
CLARK FOOD PRODUCTS	GREEN GIANT COMPANY	COLONIAL MEATS	COLONIAL PROVISIONS
CLARK'S GUM	H P HOOD INC	COLONIAL SUGAR	BORDEN INC
CLARK'S SUGAR-FREE GUM	H P HOOD INC	COLONY WINE	HEUBLEIN INC
CLAUSSEN PICKLES	USCAR MAYER & CO	COLT CIGARS	GENERAL CIGAR COMPANY
CLEARFIELD CHEESE	H P HOOD INC	COLT 45 MALT LIQUOR	ROTHMANS OF PALL MALL CANA
CLICQUOT CLUB BEVERAGES	NATIONAL INDUSTRIES INC	COLT 45 MALT LIQUOR	IMPERIAL GROUP LIMITED
CLINTON CORN STARCH	STANDARD BRANDS	COLTS MILD CIGAR	IMASCO LTD
CLINTOSE PEXTROSE	STANDARD BRANDS	COLUMBIANA FARM SEED	CENTRAL SOYA
CLORETS GUM	WARNER-LAMBERT COMPANY	COMANDON COGNAC	STANDARD BRANDS
CLORETS MINTS	WARNER-LAMBERT COMPANY	COMMANDER CIGARETTES	R J REYNOLDS INDUSTRIES IN
CLOSETTE CANDY	STANDARD BRANDS	COMPLETE DOG RATION	SAVANNAH FOODS P INDUSTRIE
CLOVER CLUB BUTTER	ASSOCIATED MILK PRODUCERS	COMSTOCK CANNED PIE FILLINGS	BORDEN INC
CLOVER CLUB CHEESE-AMERICAN	ASSOCIATED MILK PRODUCERS	CUNCHA Y TORO WINES	SEAGRAM COMPANY LTD
CLOVER CLUB CHEESE-NATURAL	ASSOCIATED MILK PRODUCERS	CUNCHA Y TORO WINES	SEAGRAM COMPANY LTD

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
CANDOR SMOKING TOBACCO	AMERICAN BRANDS INC	COUNTRY CLUB PREMIUM LIGHT BEER	SOUTHDOWN, INC
CONIMEX PINDA SATESAUS	BECKITT & COLEMAN LTD	COUNTRY CORN FLAKES CEREAL	GENERAL MILLS INC
CONSOLIDATED CIGAR CORP TV PROGRAM	GULF & WESTERN INDUSTRIES	COUNTRY HOME CANNED VEGETABLES	SAFEWAY STORES INCORPORATE
CONTADINA TOMATO PASTE	CARNATION COMPANY	COUNTRY KITCHEN SYRUP	GENERAL FOODS CORPORATION
CONTADINA TOMATO SAUCE	CARNATION COMPANY	COUNTRY MORNING POULTRY PRODUCTS	LAND O' LAKES
CONTINENTAL CIGARETTES	BRITISH AMERICAN TOBACCO	COUNTRY OVEN BAR-B-QUE FLAVORED CORN	KROGER CO
CONTINENTAL FROZEN SHRIMPS	WARD FOODS INC	COUNTRY OVEN CHEESE SNACK CURLS	KROGER CO
CONTINENTAL SOUP MIX	UNILEVER	COUNTRY OVEN CHEEZ-SNAX	KROGER CO
CONTINENTAL'S CHARTER OAK BOURBON WH	PUBLICKER INDUSTRIES INC	COUNTRY OVEN CORN CHIPS	KROGER CO
CONTRATTO ASTI VERMOUTH	LIGGETT & MYERS INCORPORATE	COUNTRY SKILLET CATFISH	CONAGRA INC
CONTRATTO ASTI WINES	LIGGETT & MYERS INCORPORATE	COUNTRY SKILLET POULTRY PRODUCTS	CONAGRA INC
CONTROL DIET PET FOOD	KIVIANA FOODS INC	COUNTRY STAND FRESH MUSHROOMS	RALSTON PURINA
COOK BOOK BREAD	AMERICAN BAKERIES COMPANY	COUNTRY STORE PROCESSED MEATS	DINNER BELL FOODS INC
COOK BOOK BREAKFAST ROLLS	AMERICAN BAKERIES COMPANY	COUNTRY STYLE	AMERICAN BRANDS INC
COOK BOOK CAKES	AMERICAN BAKERIES COMPANY	COUNTRY TAVERN BEER	SOUTHDOWN, INC
COOK BOOK DONUTS	AMERICAN BAKERIES COMPANY	COUNTRY TIME LEMONADE MIX	GENERAL FOODS CORPORATION
COOL WHIP DESSERT TOPPING	GENERAL FOODS CORPORATION	COUNTY FAIR BOURBON WHISKY	PUBLICKER INDUSTRIES INC
COOP FEEDS	FARMLAND INDUSTRIES INC	COUNTY LINE CHEESE	BEATRICE FOODS CO
COOP FEEDS	FARMLAND INDUSTRIES INC	COURVOISIER COGNAC	HIRAM WALKER-GOODERHAM & W
COOPER CHEESE	H P HOOD INC	COURVOISIER COGNAC	HIRAM WALKER-GOODERHAM & W
COOPER FARMS DAIRY PRODUCTS	SOUTHLAND CORPORATION	CRACKER JACK	BORDEN INC
COOPER FARMS ICE CREAM	SOUTHLAND CORPORATION	CRACKER JACK DRY ROASTED NUTS	BORDEN INC
COOPER FARMS MILK	SOUTHLAND CORPORATION	CRACKER JACK ICE CREAM BARS	BORDEN INC
COORS BEER	ADOLPH COORS COMPANY	CRACKER JACK PEANUT BUTTER	BORDEN INC
COOKSH FROZEN FOODS	INTERNATIONAL MULTIFOODS C	CRAGMOUNT SOFT DRINKS	SAFEWAY STORES INCORPORATE
COPELAND BOLOGNA	GREEN GIANT COMPANY	CRAKITOS COOKIES	GENERAL MILLS INC
COPELAND FRANKS & HOT DOGS	GREEN GIANT COMPANY	CRAVEN KING SIZE FILTER CIGARETTES	ROTHMANS OF PALL MALL CANA
COPELAND LUNCHEON MEATS	GREEN GIANT COMPANY	CRAVEN KING SIZE MENTHOL FILTER CIGA	ROTHMANS OF PALL MALL CANA
COPELAND MEAT PRODUCTS	GREEN GIANT COMPANY	CRAVEN 'A' FILTER CIGARETTES	ROTHMANS OF PALL MALL CANA
COPELAND PORK SAUSAGE	GREEN GIANT COMPANY	CRAWFORD'S BLENDED SCOTCH WHISKY	NORTON SIMON, INC
COPPER KETTLE FROZEN VEGETABLES	GENERAL FOODS CORPORATION	CREAM BRAND CORN STARCH	A E STALEY MANUFACTURING C
CORBY'S RESERVE WHISKEY	HIRAM WALKER-GOODERHAM & W	CREAM OF WHEAT CEREAL	NABISCO INC
CORINA CIGARS	GENERAL CIGAR COMPANY	CREAM OF WHEAT MIX N EAT CEREALS	NABISCO INC
CORINA FRUITS	TRI/VALLEY GROWERS	CREAM WHIP FROZEN WHIPPED TOPPING	BEATRICE FOODS CO
CORINA VEGETABLES	TRI/VALLEY GROWERS	CREAMSICLE	CONSOLIDATED FOODS CORPORA
CORN COUNTRY BUTTER	ASSOCIATED MILK PRODUCERS	CREATIVE CRUST PIZZA CRUST	FAIRMONT FOODS COMPANY
CORN COUNTRY CHEESE-AMERICAN	ASSOCIATED MILK PRODUCERS	CREMELLE CREAMER	BORDEN INC
CORN COUNTRY CHEESE-NATURAL	ASSOCIATED MILK PRODUCERS	CREMO MILK	BEATRICE FOODS CO
CORN KING MEAT PRODUCTS	LTV CORPORATION	CREMORA CREAMER	BORDEN INC
CORN TOTAL CEREAL	GENERAL MILLS INC	CRESCENT YOGURT	BEATRICE FOODS CO
CORNEB BEEF N CABBAGE	JOE A HORMEL & COMPANY	CREST CANDLES	GENERAL MILLS INC
CORNUCOPIA FARMS APPLES	GENBER PRODUCTS COMPANY	CRISCO OIL	PROCTER & GAMBLE COMPANY
CORONA CIGARS	GENERAL CIGAR COMPANY	CRISCO VEGETABLE SHORTENING	PROCTER & GAMBLE COMPANY
CORONET BRANDY	RAPID-AMERICAN CORPORATION	CRISPIE POTATO CHIPS	PEPSICO INC
CORONET ICE CREAM	H P HOOD INC	CRISP-I-TATERS	GENERAL MILLS INC
CORTINA CANDY	NABISCO INC	CROFT DISTINCTION POPT	LIGGETT & MYERS INCORPORATE
COSTELLO FROZEN DESSERTS	BEATRICE FOODS CO	CROFT ORIGINAL SHERRY	LIGGETT & MYERS INCORPORATE
COTT BEVERAGES	NATIONAL INDUSTRIES INC	CROQUETTE SNACK CAKES	GEORGE WESTON
COTT DIET	NATIONAL INDUSTRIES INC	CROSSE AND BLACKWELL CO GENERAL PHOM	NESTLE ALIMENTANA S A
COTTEE'S FROZEN VEGETABLES	GENERAL FOODS CORPORATION	CROWN Russe VODKA	SEAGRAM COMPANY LTD
COUNT CHOCOLA CEREAL	GENERAL MILLS INC	CROWN Russe VODKA	SEAGRAM COMPANY LTD
COUNTRY BEST FRUITS & VEGETABLES	AGWAY INC	CRUNCH BARREL POTATO CHIPS	PEPSICO INC
COUNTRY BREAKFAST NO CHOLESTEROL BPC	GENERAL MILLS INC	CRUNCH N MUNCH POPCORN SNACK	AMERICAN HOME PRODUCTS COR
COUNTRY CHARM ICE CREAM	DEAN FOODS COMPANY	CRUSE BORDEAUX	BROWN-FOREMAN DISTILLERS C
COUNTRY CLUB MALT LIQUOR	SOUTHDOWN, INC	CRUSE BURGUNDY	BROWN-FOREMAN DISTILLERS C

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
CRUSE FRENCH WINES	BROWN-FOREMAN DISTILLERS C	DANDEE BAKERY PRODUCTS	WARD FOODS INC
CRUSE LAMPUSCO	BROWN-FOREMAN DISTILLERS C	DANDEE BREAD	WARD FOODS INC
CRUSE WINES	BROWN-FOREMAN DISTILLERS C	DANISH ROLL-IN MARGARINE	STANDARD BRANDS
CRUZ GARCIA SANGRIA WINE	RAPID-AMERICAN CORPORATION	DANNON YOGURT	BEATRICE FOODS CO
CRYSTAL SPRINGS BOTTLED WATER	BORDEN INC	DANNY FROZEN YOGURT	BEATRICE FOODS CO
CUARENTA Y TRES LIQUEURS	RAPID-AMERICAN CORPORATION	DARI DRI BABY CALF FORMULA	GENERAL HOST CORPORATION
CUDAHY BAR-S BACON	GENERAL HOST CORPORATION	DARICRAFT BUTTER	MID AMERICA DAIRYMEN INC
CUDAHY BAR-S HAM	GENERAL HOST CORPORATION	DARICRAFT CHEESE-AMERICAN	MID AMERICA DAIRYMEN INC
CUDAHY BAR-S MEAT PRODUCTS	GENERAL HOST CORPORATION	DARICRAFT CHEESE-NATURAL	MID AMERICA DAIRYMEN INC
CUDAHY BAR-S WEINERS	GENERAL HOST CORPORATION	DARICRAFT COTTAGE CHEESE	MID AMERICA DAIRYMEN INC
CUDAHY MEATS	GENERAL HOST CORPORATION	DARICRAFT SOUR CREAM	MID AMERICA DAIRYMEN INC
CUERVO ESPECIAL TEQUILA	HEUBLEIN INC	DARICRAFT YOGURT	MID AMERICA DAIRYMEN INC
CUPRAMONTANA WINES	RAPID-AMERICAN CORPORATION	DARIGOLD BUTTER	UNITED DAIRYMANS ASSOCIATI
CUREMASTER FAMILY HAM	GEORGE A. HORMEL & COMPANY	DARIGOLD CHEESE-AMERICAN	UNITED DAIRYMANS ASSOCIATI
CURE/O1 HAM	GEORGE A. HORMEL & COMPANY	DARIGOLD CHEESE-NATURAL	UNITED DAIRYMANS ASSOCIATI
CURTISS CANDY DIVISION	STANDARD BRANDS	DARIGOLD CONDENSED MILK	UNITED DAIRYMANS ASSOCIATI
CUSENIER CORDIALS	RAPID-AMERICAN CORPORATION	DARIGOLD COTTAGE CHEESE	UNITED DAIRYMANS ASSOCIATI
CYCLE CANNED DOG FOOD	GENERAL FOODS CORPORATION	DARIGOLD ICE CREAM PRODUCTS	UNITED DAIRYMANS ASSOCIATI
CYCLE CANNED PUPPY DINNER	GENERAL FOODS CORPORATION	DARIGOLD MILK	UNITED DAIRYMANS ASSOCIATI
CYCLE DOG FOOD MULTIPRODUCT ADVERTIS	GENERAL FOODS CORPORATION	DARIGOLD SOUR CREAM	UNITED DAIRYMANS ASSOCIATI
CYCLE DRY PUPPY DINNER	GENERAL FOODS CORPORATION	DARIGOLD YOGURT	UNITED DAIRYMANS ASSOCIATI
CYCLE PUPPY & DUG FOOD	GENERAL FOODS CORPORATION	DARI-X BUTTER	UNITED DAIRYMANS ASSOCIATI
C.C.BIGGS CHOCOLATE CHIP COOKIES	UNITED BISCUITS LTD (KEEEL	DARI-X CHEESE-AMERICAN	UNITED DAIRYMANS ASSOCIATI
C.H.B. CANNED FRUITS AND VEGETABLES	C H B FOODS INC	DARI-X CHEESE-NATURAL	UNITED DAIRYMANS ASSOCIATI
C.H.B. TUNA	C H B FOODS INC	DARI-X CONDENSED MILK	UNITED DAIRYMANS ASSOCIATI
		DARI-X COTTAGE CHEESE	UNITED DAIRYMANS ASSOCIATI
		DARI-X ICE CREAM PRODUCTS	UNITED DAIRYMANS ASSOCIATI
		DARI-X MILK	UNITED DAIRYMANS ASSOCIATI
		DARI-X SOUR CREAM	UNITED DAIRYMANS ASSOCIATI
		DARI-X YOGURT	UNITED DAIRYMANS ASSOCIATI
		DARK EYES VODKA	AMERICAN BRANDS INC
DADDY CRISP POTATO SNACKS	MORTON-NORWICH PRODUCTS, I	DARRELL FILTER CIGARETTES	BRITISH AMERICAN TOBACCO
DADS ROOT BEER	IC INDUSTRIES INC	DASILVA PORT WINES	STANDARD BRANDS
DAILEY OILS	SCM CORPORATION	DAVID NICHOLSON BOURBON WHISKEY	FOREMOST-MCKESSON INC
DAIRY BELT BUTTER	LAND O' LAKES	DAVISS COUNTY BOURBON	STANDARD BRANDS
DAIRY BELT CHEESE-AMERICAN	LAND O' LAKES	DAVIS BAKING POWDER	R J REYNOLDS INDUSTRIES IN
DAIRY BELT CHEESE-NATURAL	LAND O' LAKES	DAWN 120 FILTER AND MENTHOL FILTER C	R J REYNOLDS INDUSTRIES IN
DAIRY BELT CONDENSED MILK	LAND O' LAKES	DAYS WORK CHEWING TOBACCO	R J REYNOLDS INDUSTRIES IN
DAIRY BELT COTTAGE CHEESE	LAND O' LAKES	DE BETUWF LOW CALORIE JAMS AND SPREA	UNILEVER
DAIRY BELT ICE CREAM PRODUCTS	LAND O' LAKES	DE KUYPER CREME DE MENTHE	NATIONAL DISTILLERS AND CH
DAIRY BELT MARGARINE	LAND O' LAKES	DE KUYPER SLOE GIN	NATIONAL DISTILLERS AND CH
DAIRY BELT MILK CREAM	LAND O' LAKES	DE LEON SHELLED PEANUTS	STANDARD BRANDS
DAIRY BELT YOGURT	LAND O' LAKES	DEAN'S ASEPTIC CANNED PRODUCTS	DEAN FOODS COMPANY
DAIRY FAIR COTTAGE CHEESE	FAIRMONT FOODS COMPANY	DEAN'S BAKERS' CHEESE	DEAN FOODS COMPANY
DAIRY FAIR FLUID MILK	FAIRMONT FOODS COMPANY	DEAN'S BUTTERMILK	DEAN FOODS COMPANY
DAIRY FAIR FRUIT DRINKS	FAIRMONT FOODS COMPANY	DEAN'S CHOCOLATE MILK	DEAN FOODS COMPANY
DAIRY FAIR ICE CREAM	FAIRMONT FOODS COMPANY	DEAN'S CHOCOLATE VENDING POWDER	DEAN FOODS COMPANY
DAIRY FAIR YOGURT	FAIRMONT FOODS COMPANY	DEAN'S COTTAGE CHEESE	DEAN FOODS COMPANY
DAIRY FRESH DAIRY PRODUCTS	KNUDSEN CORPORATION	DEAN'S DAIRY PRODUCTS	DEAN FOODS COMPANY
DAIRYLEA BULK FLUID MILK	DAIRYLEA COOPERATIVE INC	DEAN'S DIPS	DEAN FOODS COMPANY
DAIRYLEA BUTTER	DAIRYLEA COOPERATIVE INC	DEAN'S EGG NOG	DEAN FOODS COMPANY
DAIRYLEA CHEDDAR CHEESE	DAIRYLEA COOPERATIVE INC	DEAN'S HALF AND HALF	DEAN FOODS COMPANY
DAIRYLEA CHEESE SPREAD	KRAFT CO CORPORATION	DEAN'S HOMOGENIZED FLUID MILK	DEAN FOODS COMPANY
DAIRYLEA COTTAGE CHEESE	DAIRYLEA COOPERATIVE INC	DEAN'S HOT CHOCOLATE DRINK MIX	DEAN FOODS COMPANY
DAIRYLEA ICE CREAM	DAIRYLEA COOPERATIVE INC	DEAN'S LOWFAT FLUID MILK	DEAN FOODS COMPANY
DAIRYLEA MOZZARELLA	DAIRYLEA COOPERATIVE INC		
DAIRYLEA PACKAGED FLUID MILK	DAIRYLEA COOPERATIVE INC		
DAIRYLEA SOUR CREAM	DAIRYLEA COOPERATIVE INC		
DAIRYLEA YOGURT	DAIRYLEA COOPERATIVE INC		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
DEAN'S NON-DAIRY COFFEE CREAMER	DEAN FOODS COMPANY	DICKEY SNACK FOODS	AMERICAN BRANDS INC
DEAN'S ORANGE JUICE	DEAN FOODS COMPANY	DICUPEPA AMARETTO LIQUEUR	NATIONAL DISTILLERS AND CH
DEAN'S PANCAKE AND WAFFLE SYRUP	DEAN FOODS COMPANY	DIEGO COOKIES	GENERAL MILLS INC
DEAN'S SKIMMED MILK	DEAN FOODS COMPANY	DIET DELIGHT CANNED FRUITS	CALIFORNIA CANNERS AND GRO
DEAN'S SOUR CREAM	DEAN FOODS COMPANY	DIET DELIGHT MULTI-PRODUCT ADVERTIS	CALIFORNIA CANNERS AND GRO
DEAN'S SUGAR	DEAN FOODS COMPANY	DIET FLEISCHMANN'S MARGARINE	STANDARD BRANDS
DEAN'S WHIPPED TOPPING	DEAN FOODS COMPANY	DIET IMPERIAL IMITATION MARGARINE	UNILEVER
DEAN'S WHIPPING CREAM	DEAN FOODS COMPANY	DIET PEPSI-COLA	PEPSICO INC
DEAN'S YOGURT	DEAN FOODS COMPANY	DIET RITE COLA	BEATRICE FOODS CO
DECKER BACON	GREYHOUND CORPORATION	DIET RITE COLA	ROYAL CROWN COLA CO
DECKER HOT DOGS	GREYHOUND CORPORATION	DIET RITE COLA CONCENTRATE	ROYAL CROWN COLA CO
DEEP BROWN BEANS	NESTLE ALIMENTANA S A	DIET-EPBA BABY FOODS	H J HEINZ COMPANY
DEEP DISH FROZEN PIZZA	GENERAL MILLS INC	DIET-RITE COLA	SOUTHDOWN, INC
DEER PARK SPRING WATER	NESTLE ALIMENTANA S A	DINNER BELL PROCESSED MEATS	DINNER BELL FOODS INC
DEER PARK SPRING WATER SWEEPSTAKES	NESTLE ALIMENTANA S A	DINNER BELL SMOKING TOBACCO	LIGGETT & MYERS INCORPORATE
DEINHARD WINES	STANDARD BRANDS	DINNER BELL VALU-TRIM FRESH PORK	DINNER BELL FOODS INC
DEKUYPER CORDIALS	NATIONAL DISTILLERS AND CH	DINNERTIME FOOD PRODUCTS	CARNATION COMPANY
DEKUYPER FRUIT-FLAVORED BRANDIES	NATIONAL DISTILLERS AND CH	DINTY MOORE CANNED STEWS	GEO A HORMEL & COMPANY
DEL MONTE CANNED FRUIT JUICE SPINK	DEL MONTE CORPORATION	DINTY MOORE FROZEN BEEF STEW	GEO A HORMEL & COMPANY
DEL MONTE CANNED FRUITS	DEL MONTE CORPORATION	DIPAC SPECIALTY SUGAR	AMSTAR CORPORATION
DEL MONTE CANNED VEGETABLES	DEL MONTE CORPORATION	DITTOS POTATO CHIPS	PET INCORPORATED
DEL MONTE CATSUP	DEL MONTE CORPORATION	DIXIANA FROZEN FOODS	SPRINGS MILLS, INC
DEL MONTE FOOD PRODUCTS	DEL MONTE CORPORATION	DIXIE BELLE GIN	PUBLICKER INDUSTRIES INC
DEL MONTE FOOD PRODUCTS	DEL MONTE CORPORATION	DIXIE CORN OIL	STOKELY-VAN CAMP INC
DEL MONTE FROZEN ALASKA SHRIMP	DEL MONTE CORPORATION	DIXIE CRYSTALS SUGAR	SAVANNAH FOODS & INDUSTRIE
DEL MONTE LITTLE LUNCH	DEL MONTE CORPORATION	DIXIE MARGARINE	STOKELY-VAN CAMP INC
DEL MONTE PINEAPPLE	DEL MONTE CORPORATION	DIXIE PORTLAND WHEAT FLOURS	FEDERAL COMPANY
DEL MONTE PUDDING CUP DESSERTS	DEL MONTE CORPORATION	DIXIE SHORTENING	STOKELY-VAN CAMP INC
DEL MONTE PUDDING & FRUIT CUP	DEL MONTE CORPORATION	DIXIE VEGETABLE OIL	STOKELY-VAN CAMP INC
DEL MONTE TOMATO PRODUCTS	DEL MONTE CORPORATION	DOGGIE BAG MEAT SNACKS FOR PETS	GENERAL MILLS INC
DEL MONTE TOMATO SAUCE	DEL MONTE CORPORATION	DOLE BANANAS	CASTLE & COOKE INC
DEL MONTE TUNA	DEL MONTE CORPORATION	DOLE BANANAS BORDENS COND MILK KELLO	CASTLE & COOKE INC
DELACKE COOKIES	CAMPBELL SOUP COMPANY	DOLE CANNED FRUITS	CASTLE & COOKE INC
DELACKE PASTRIES	CAMPBELL SOUP COMPANY	DOLE FRESH MUSHROOMS	CASTLE & COOKE INC
DELAFORCE PORTS	RECKITT & COLEMAN LTD	DOLE FRESH PINEAPPLE	CASTLE & COOKE INC
DELAMAIN COGNAC	STANDARD BRANDS	DOLE ORANGES	CASTLE & COOKE INC
DELI GOLFMET SPECIALTY MEAT PRODUCTS	INTERNATIONAL MULTIFOODS C	DOLE PINEAPPLE	CASTLE & COOKE INC
DELITE BOXED BEEF	MEPLX CORPORATION	DOLE PINEAPPLE HORMEL HAM & ROYAL PR	CASTLE & COOKE INC
DELMONICO SPAGHETTI	HERSHEY FOODS CORPORATION	DOLLY MADISON CAKES	INTERSTATE BRANDS CORPORAT
DELSON CANDY	CONSOLIDATED FOODS CORPORA	DOLLY MADISON PIES	INTERSTATE BRANDS CORPORAT
DEMERARA RUM	STANDARD BRANDS	DOLPHIN FROZEN FISH	SCM CORPORATION
DENNISON'S CHILI	AMERICAN HOME PRODUCTS COR	DUMINADE DRY SOFT DRINK BASE	AMSTAR CORPORATION
DENTLER-FACS FOOD SNACKS	PET INCORPORATED	DUMINO CONDIMENTS INDIVIDUAL SERVICE	AMSTAR CORPORATION
DENTLER-FACS POTATO CHIPS	PET INCORPORATED	DUMINO REFINED CANE SUGARS	AMSTAR CORPORATION
DENTYNE DYNAMINTS	WARNER-LAMBERT COMPANY	DUMINO SUGAR INDIVIDUAL SERVICES	AMSTAR CORPORATION
DENTYNE GUM	WARNER-LAMBERT COMPANY	DUN DIEGO CIGAPS	GULF & WESTERN INDUSTRIES
DENTYNE GUM	WARNER-LAMBERT COMPANY	DUN MARCOS CIGARS	GULF & WESTERN INDUSTRIES
DERINGER CIGARS	AMERICAN BRANDS INC	DUN MIGUEL CIGARS	GULF & WESTERN INDUSTRIES
DESCA COFFEE	GENERAL FOODS CORPORATION	DUN OPICI WINES	AMERICAN BRANDS INC
DESMOND & DUFF DELUXE 12 YEAR OLD SC	GLENMORE DISTILLERS CO	DUN Q PUERTO RICAN RUM	HEUBLEIN INC
DESMOND & DUFF SCOTCH WHISKY	GLENMORE DISTILLERS CO	DUORAKAAT GIN	RAPID-AMERICAN CORPORATION
DEWARS ANCESTOR SCOTCH	RAPID-AMERICAN CORPORATION	DOPFF WINES	LIGGETT & MYERS INCORPORATE
DEWARS BLENDED SCOTCH WHISKY	RAPID-AMERICAN CORPORATION	DURAL CIGARETTES ADVERTISING	R J REYNOLDS INDUSTRIES IN
DIAMOND HEAD SOFT DRINK	COLA-COLA BOTTLING LOS ANG	DURAL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN
DICKEY POTATO CHIPS	AMERICAN BRANDS INC	DURAL MENTHOL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
DORANN FRUITS & VEGETABLES	AGWAY INC	DURKEE FOODS	SCM CORPORATION
DORITOS TORTILLA CHIPS	PEPSICO INC	DURKEES OLIVES	SCM CORPORATION
DOUBLE COLA	FAIRMONT FOODS COMPANY	DURKEES SAUCE MIX	SCM CORPORATION
DOUGLAS FOODS CANNED VEGETABLES	FLOWERS INDUSTRIES, INC	DURKEES SEASONINGS	SCM CORPORATION
DOUGLAS FOODS FROZEN FRUIT COBBLERS	FLOWERS INDUSTRIES, INC	DUTCH MASTERS CIGARS	GULF & WESTERN INDUSTRIES
DOUGLAS FOODS FROZEN FRUITS	FLOWERS INDUSTRIES, INC	DUTCH OVEN MEATS	GLOVER INC
DOUGLAS FOODS FROZEN VEGETABLES	FLOWERS INDUSTRIES, INC	DUTCH TREATS CIGARS	GULF & WESTERN INDUSTRIES
DOUGLAS FOODS MEAT PRODUCTS	FLOWERS INDUSTRIES, INC	DUTCHIE SOFT PRETZELS	H J HEINZ COMPANY
DOUGLAS FOODS POULTRY PRODUCTS	FLOWERS INDUSTRIES, INC	DUVAL FRENCH VERMOUTHS	STANDARD BRANDS
DOWNY FLAKE FROZEN FRENCH TOAST	PET INCORPORATED	DYNAMINTS MINTS	WARNER-LAMBERT COMPANY
DOWNYFLAKE FROZEN EASY JACKS	PET INCORPORATED	D-ZERTA DIETARY GELATIN DESSERT	GENERAL FOODS CORPORATION
DOWNYFLAKE FROZEN PANCAKES	PET INCORPORATED		
DOWNYFLAKE FROZEN WAFFLES	PET INCORPORATED		
DR BALLARDS CANNED CAT FOOD	STANDARD BRANDS	EAGLE BRAND CONDENSED MILK	BORDEN INC
DR BALLARDS CANNED DOG FOOD	STANDARD BRANDS	EAGLE RARE WHISKY	SEAGRAM COMPANY LTD
DR PEPPER DIET	COCA-COLA BOTTLING COMPANY	EAGLE RARE WHISKY	SEAGRAM COMPANY LTD
DR PEPPER SOFT DRINK	COCA-COLA BOTTLING COMPANY	EAGLE 20'S CIGARETTES	LIGGET & MYERS INCORPORATE
DR PEPPER SOFT DRINK	DR PEPPER COMPANY	EAGLE 20'S MENTHOL CIGARETTES	LIGGET & MYERS INCORPORATE
DR PEPPER SUGAR FREE	DR PEPPER COMPANY	EARLY BIRD POULTRY PRODUCTS	GOLD KIST INC
DR ROSS PET FOOD	NATIONAL CAN CORP	EARLY TIMES BOURBON WHISKEY	BROWN-FOREMAN DISTILLERS C
DRAKE BREAD	BORDEN INC	EARTH GRAINS BAKERY PRODUCTS	CAMPBELL TAGGART INC
DRAKE CAKES	BORDEN INC	EASTSIDE BEER	PABST BREWING COMPANY
DRAKE FRUIT PIES	BORDEN INC	EATMORE MARGARINE	KROGER CO
DRAMBUIE LIQUEUR	HIRAM WALKER-GOODERHAM & W	ECHO SPRING BOURBON WHISKY	RAPID-AMERICAN CORPORATION
DRAMBUIE LIQUEUR	HIRAM WALKER-GOODERHAM & W	ECKRICH FRANKFURTERS	BEATRICE FOODS CO
DREAM WHIP DESSERT TOPPING	GENERAL FOODS CORPORATION	ECKRICH LUNCHEON MEATS	BEATRICE FOODS CO
DREAM WHIP DESSERT TOPPING	GENERAL FOODS CORPORATION	ECKRICH MEAT PRODUCTS	BEATRICE FOODS CO
DREAM WHIP DESSERT TOPPING	GENERAL FOODS CORPORATION	ECKRICH SAUSAGE	BEATRICE FOODS CO
DRESSEL'S FROZEN BAKED GOODS	AMERICAN BAKERIES COMPANY	ECK-O PROCESSED MEATS	DINNER BELL FOODS INC
DREWRY'S BEER	G HEILEMAN BREWING COMPANY	EDDY'S BAKED GOODS	GENERAL HOST CORPORATION
DREYFUS ASHBY & CO INC IMPORTED WINE	RAPID-AMERICAN CORPORATION	EDGEWORTH READY-RUBBED SMOKING TOBAC	LIGGET & MYERS INCORPORATE
DRIFOND DRY FONDANT	SUCREST CORPORATION	EDI-PRO A ISOLATED SOY PROTEIN	KALSTON PURINA
DROMEDARY CAKE MIXES	MAGISCO INC	EDWARDS COFFEE	SAFeway STORES INCORPORATE
DRURY'S LIQUORS	HEUBLEIN INC	EDWARDS FLOUR	CONAGRA INC
DRY SACK SHERRY	STANDARD BRANDS	EFFICIENT FROZEN ENTREES	CAMPBELL SOUP COMPANY
DR. PEPPER SOFT DRINK	LC INDUSTRIES INC	EGGO FROZEN FRENCH TOAST	KELLOGG COMPANY
DR. PEPPER SOFT DRINK	COLA-COLA BOTTLING LOS ANG	EGGO FROZEN WAFFLES	KELLOGG COMPANY
DR. PEPPER SOFT DRINK	ASSOCIATED COCA-COLA BOTTL	EGRI BIKAVAR WINE	HEUBLEIN INC
DR. PEPPER BEVERAGES	GENERAL CINEMA CORPORATION	EIGHT O'CLOCK BAKERY PRODUCTS	GREAT ATLANTIC AND PACIFIC
DU BOUCHETT CORDIALS	RAPID-AMERICAN CORPORATION	EIGHT O'CLOCK CANDY	GREAT ATLANTIC AND PACIFIC
DU MAURIER CIGARETTE	IMASCO LTD	EIGHT O'CLOCK CANNED BEANS	GREAT ATLANTIC AND PACIFIC
DUBONNET WINES	RAPID-AMERICAN CORPORATION	EIGHT O'CLOCK CATSUP	GREAT ATLANTIC AND PACIFIC
DUBOQUE MEATS	DUBOQUE PACKING CO	EIGHT O'CLOCK COFFEE	GREAT ATLANTIC AND PACIFIC
DUCHALET CORDIALS	RAPID-AMERICAN CORPORATION	EIGHT O'CLOCK DOG FOOD	GREAT ATLANTIC AND PACIFIC
DUST CANNED COCKTAILS	NATIONAL DISTILLERS AND CH	EIGHT O'CLOCK JELLIES & JAMS	GREAT ATLANTIC AND PACIFIC
DUFF GORDON WINES	NATIONAL DISTILLERS AND CH	EIGHT O'CLOCK MACARONI PRODUCTS	GREAT ATLANTIC AND PACIFIC
DUKE BEER	C SCHMIDT & SONS	EIGHT O'CLOCK MILK PRODUCTS	GREAT ATLANTIC AND PACIFIC
DULCE 10 SUGAR-COATED CHEWING GUM	W M WHIGLEY JR COMPANY	EL CHARRO TEQUILA	SEAGRAM COMPANY LTD
DUMONT SELECT MILD KING SIZE FILTER	ROTHMANS OF PALL MALL CANA	EL CHAPRO TEQUILA	SEAGRAM COMPANY LTD
DUNCAN HINES BROWNIE MIX	PROCTER & GAMBLE COMPANY	EL PICO LATIN-STYLE COFFEE	AMERICAN MAIZE-PRODUCTS CO
DUNCAN HINES CAKE MIXES	PROCTER & GAMBLE COMPANY	EL PRODUCTO CIGARS	GULF & WESTERN INDUSTRIES
DUNCAN HINES MOIST & EASY SNACK CAKE	PROCTER & GAMBLE COMPANY	ELLSWORTH BUTTERICH BUTTER	LAND O' LAKES
DUNCAN HINES MUFFIN MIX	PROCTER & GAMBLE COMPANY	ELLSWORTH BUTTERICH CHEESE-AMERICAN	LAND O' LAKES
DUNDEE ORANGE MARMALADE	NESTLE ALIMENTANA S A	ELLSWORTH BUTTERICH CHEESE-NATURAL	LAND O' LAKES
DUNHILL KING SIZE FILTER CIGARETTES	ROTHMANS OF PALL MALL CANA	ELLSWORTH BUTTERICH CONDENSED MILK	LAND O' LAKES

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
ELLSWORTH BUTTERICH COTTAGE CHEESE	LAND O' LAKES	FANCY DANISH CONDENSED MILK	UNITED DAIRYMANS ASSOCIATI
ELLSWORTH BUTTERICH ICE CREAM PRODUCT	LAND O' LAKES	FANCY DANISH COTTAGE CHEESE	UNITED DAIRYMANS ASSOCIATI
ELLSWORTH BUTTERICH MARGARINE	LAND O' LAKES	FANCY DANISH ICE CREAM PRODUCTS	UNITED DAIRYMANS ASSOCIATI
ELLSWORTH BUTTERICH MILK	LAND O' LAKES	FANCY DANISH MILK	UNITED DAIRYMANS ASSOCIATI
ELLSWORTH BUTTERICH SOUR CREAM	LAND O' LAKES	FANCY DANISH SOUR CREAM	UNITED DAIRYMANS ASSOCIATI
ELLSWORTH BUTTERICH YOGURT	LAND O' LAKES	FANCY DANISH YOGURT	UNITED DAIRYMANS ASSOCIATI
EMBASSY CLUB IMPORTED CANADIAN WHISK	PUBLICLICKER INDUSTRIES INC	FANCY PECANS	STANDARD BRANDS
EMBASSY DAIRY PRODUCTS	SOUTHLAND CORPORATION	FANFAKON WINE	COCA-COLA BOTTLING COMPANY
EMBASSY FILTER CIGARETTES	IMPERIAL GROUP LIMITED	FANTA BEVERAGES	ASSOCIATED COCA-COLA BOTTL
EMBASSY ICE CREAM	SOUTHLAND CORPORATION	FANTA BEVERAGES	COCA COLA CO
EMBASSY MILK	SOUTHLAND CORPORATION	FANTA FLAVORS	COCA-COLA BOTTLING COMPANY
EMBASSY REGAL CIGARETTES	IMPERIAL GROUP LIMITED	FARM FIELD FRUIT JUICES	SOUTHLAND CORPORATION
EMPIRE STATE FROZEN VEGETABLES	AGWAY INC	FARM FIELD SALADS	SOUTHLAND CORPORATION
EMPRESS MARGARINE	SAFEWAY STORES INCORPORATE	FARM ISLAND BUTTER	MID AMERICA DAIRYMEN INC
ENCIA PET FOOD	CARNATION COMPANY	FARM ISLAND CHEESE-AMERICAN	MID AMERICA DAIRYMEN INC
ENERGADE BEVERAGES	NATIONAL INDUSTRIES INC	FARM ISLAND CHEESE-NATURAL	MID AMERICA DAIRYMEN INC
EPSON CIGARETTES	R J REYNOLDS INDUSTRIES IN	FARM ISLAND COTTAGE CHEESE	MID AMERICA DAIRYMEN INC
ERASCO CANNED READY MEALS	PILLSBURY COMPANY	FARM ISLAND SOUR CREAM	MID AMERICA DAIRYMEN INC
ERGOCAPPUCCIO MODIFIED MILK	H J HEINZ COMPANY	FARM ISLAND YOGURT	MID AMERICA DAIRYMEN INC
ERIK CIGARS	LOEWS CORPORATION	FARMCREST BAKERY PRODUCTS	WARD FOODS INC
ESCHENAUER WINES	LIGGET & MYERS INCORPORATE	FARMCREST BREAD	WARD FOODS INC
ESCOFFIER SAUCES	HEUBLEIN INC	FARMERS CHOICE MEAT PRODUCTS	GOLD KIST INC
ESKIMO PIES	R J REYNOLDS INDUSTRIES IN	FARMKING MEATS	FARMLAND INDUSTRIES INC
ESPANGRIA SANGRIA	STANDARD BRANDS	FARMLAND MEATS	FARMLAND INDUSTRIES INC
ESPECIAL CANDIES	GENERAL FOODS CORPORATION	FAR-MAR-CO MEATS	FARMLAND INDUSTRIES INC
ESPIRIT WHITE WINE	HEUBLEIN INC	FATIMA TOBACCO PRODUCTS	LIGGET & MYERS INCORPORATE
EUROMA SEASONINGS	BEATRICE FOODS CO	FAVORITA CONDENSED MILK	CARNATION COMPANY
EVE FILTER CIGARETTES	LIGGET & MYERS INCORPORATE	FAZI-BATTAGLIA WHITE WINE	LIGGET & MYERS INCORPORATE
EVE MENTHOL CIGARETTES	LIGGET & MYERS INCORPORATE	FELIPE II SPANISH BRANDY	HEUBLEIN INC
EVE 120'S CIGARETTES	LIGGET & MYERS INCORPORATE	FELIX NUT & SNACK PRODUCTS	STANDARD BRANDS
EVERCANE SUGAR	SAVANNAH FOODS & INDUSTRIE	FELIX PET FOODS	RALSTON PURINA
EXCEL BOXED CHOICE BEEF	MBPXL CORPORATION	FIBRE-BRAND BREAD BASE	PEAVEY COMPANY
EXPORT 'A' CIGARETTES	R J REYNOLDS INDUSTRIES IN	FIDO CANNED PET FOOD	CARNATION COMPANY
EXPORT-UNION WINES	LIGGET & MYERS INCORPORATE	FIELD AND SHOW DOG FOOD	FEDERAL COMPANY
E-Z REDD BOXED BEEF	UNITED BRANDS	FIG NEWTON CAKES	NABISCO INC
		FIGARO CANNED CAT FOOD	CASTLE & COOKE INC
		FIGURINES DIET BAR	PILLSBURY COMPANY
		FINDUS FROZEN FOODS	NESTLE ALIMENTANA S A
FACT FILTER CIGARETTES	BRITISH AMERICAN TOBACCO	FISHER BACON	LTV CORPORATION
FAIRMONT CHEESE CURLS	FAIRMONT FOODS COMPANY	FISHER HAM	LTV CORPORATION
FAIRMONT CORN CHIPS	FAIRMONT FOODS COMPANY	FISHER LUNCHEON MEATS	LTV CORPORATION
FAIRMONT COTTAGE CHEESE	FAIRMONT FOODS COMPANY	FISHER MEAT PRODUCTS	LTV CORPORATION
FAIRMONT FLUID MILK	FAIRMONT FOODS COMPANY	FISHER WIENERS	LTV CORPORATION
FAIRMONT FROZEN STRAWBERRIES	BEATRICE FOODS CO	FISHER'S NUTS	BEATRICE FOODS CO
FAIRMONT FRUIT DRINKS	FAIRMONT FOODS COMPANY	FLAKO PIE CRUST MIX & COMSTOCK PIE F	QUAKER OATS COMPANY
FAIRMONT ICE CREAM	FAIRMONT FOODS COMPANY	FLAME CIGARETTES	LOEWS CORPORATION
FAIRMONT POPCORN	FAIRMONT FOODS COMPANY	FLAMENCO CIGARS	GULF & WESTERN INDUSTRIES
FAIRMONT POTATO CHIPS	FAIRMONT FOODS COMPANY	FLANBY DESSERTS	NESTLE ALIMENTANA S A
FAIRMONT PRETZELS	FAIRMONT FOODS COMPANY	FLASH BUTTER	LAND O' LAKES
FAIRMONT SNACKS	FAIRMONT FOODS COMPANY	FLASH CHEESE-AMERICAN	LAND O' LAKES
FAIRMONT TORTILLA CHIPS	FAIRMONT FOODS COMPANY	FLASH CHEESE-NATURAL	LAND O' LAKES
FAIRMONT YOGURT	FAIRMONT FOODS COMPANY	FLASH CONDENSED MILK	LAND O' LAKES
FALSTAFF BEER	FALSTAFF BREWING CORPORATI	FLASH COTTAGE CHEESE	LAND O' LAKES
FANCY DANISH BUTTER	UNITED DAIRYMANS ASSOCIATI	FLASH ICE CREAM PRODUCTS	LAND O' LAKES
FANCY DANISH CHEESE-AMERICAN	UNITED DAIRYMANS ASSOCIATI	FLASH MARGARINE	LAND O' LAKES
FANCY DANISH CHEESE-NATURAL	UNITED DAIRYMANS ASSOCIATI		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
FLASH MILK	LAND OF LAKES	FOUNTAIN YOGURT	LAND OF LAKES
FLASH SOUR CREAM	LAND OF LAKES	FOUR ROSES MULTI-PRODUCT ADVERTISING	SEAGRAM COMPANY LTD
FLASH YOGURT	LAND OF LAKES	FOUR ROSES PREMIUM WHISKEY	SEAGRAM COMPANY LTD
FLAVOR HOUSE CUTS	LORDEN INC	FOUR ROSES PREMIUM WHISKEY	SEAGRAM COMPANY LTD
FLAVOR PALS MEATS	KANE-MILLER CORP	FOUR ROSES WHISKY	SEAGRAM COMPANY LTD
FLAVOR SNACK DOG BISCUITS	NABISCO INC	FOUR'S BREAD	INTERSTATE BRANDS CORPORAT
FLAVORLEAN MEATS	FARMLAND INDUSTRIES INC	FOXFIRE WINE	HEUBLEIN INC
FLAVOR-RICH GELATIN & PUDDINGS	MORTON-NORWICH PRODUCTS, I	FRANCESCO DRIOLI MARASCHINO	KECKITT & COLEMAN LTD
FLEISCHMANN DISTILLING CORP LIQUORS	STANDARD BRANDS	FRANCO-AMERICAN CANNED GRAVY	CAMPBELL SOUP COMPANY
FLEISCHMANN'S CORN OIL	STANDARD BRANDS	FRANCO-AMERICAN CANNED MACARONI & ME	CAMPBELL SOUP COMPANY
FLEISCHMANN'S FROZEN EGG BEATERS	STANDARD BRANDS	FRANCO-AMERICAN CANNED RAVIOLIOS	CAMPBELL SOUP COMPANY
FLEISCHMANN'S GIN	STANDARD BRANDS	FRANCO-AMERICAN CANNED SPAGHETTI & S	CAMPBELL SOUP COMPANY
FLEISCHMANN'S MARGARINES	STANDARD BRANDS	FRANCO-AMERICAN CANNED SPAGHETTIOS	CAMPBELL SOUP COMPANY
FLEISCHMANN'S PREFERRED WHISKEY	STANDARD BRANDS	FRANCO-AMERICAN SPAGHETTI	CAMPBELL SOUP COMPANY
FLEISCHMANN'S REGULAR MARGARINE	STANDARD BRANDS	FRANK SCHOONMAKER WINES	SEAGRAM COMPANY LTD
FLEISCHMANN'S SOFT & REGULAR MARGARIN	STANDARD BRANDS	FRANK SCHOONMAKER WINES	SEAGRAM COMPANY LTD
FLEISCHMANN'S VODKA	STANDARD BRANDS	FRANKEN BERRY CEREAL	GENERAL MILLS INC
FLEISCHMANN'S YEAST	STANDARD BRANDS	FRANKLIN SNACKS	AMERICAN HOME PRODUCTS COR
FLEISCHMANN'S YEAST BLUE PONYNET & PIL	STANDARD BRANDS	FRANZ REH WINES	RECKITT & COLEMAN LTD
FLEISCHMANN'S BREAD FLAVORS	STANDARD BRANDS	FRANZ WEBER WINE	PEPSICO INC
FLEISCHMANN'S DOUGH IMPROVER	STANDARD BRANDS	FRANZIA WINE & CHAMPAGNE	COCA-COLA BOTTLING COMPANY
FLEISCHMANN'S FROZEN EGGS	STANDARD BRANDS	FRATELLI LAMPUSCO WINES	RAPID-AMERICAN CORPORATION
FLEISCHMANN'S FROZEN FRUITS	STANDARD BRANDS	FREAKIES CEREAL	RALSTON PURINA
FLEISCHMANN'S LEAVENERS	STANDARD BRANDS	FREDERICK WILDMAN & SONS, LIMITED WI	HIRAM WALKER-GOODERHAM & W
FLEISCHMANN'S MARGARINES	STANDARD BRANDS	FREEZER PLEESER FROZEN NOVELTIES	KROGER CO
FLEISCHMANN'S YEAST	STANDARD BRANDS	FREEZER QUEEN FROZEN COOKING BAG MEA	NABISCO INC
FLINT CIGARETTES	PHILLIP MORRIS INCORPORATE	FREEZER QUEEN FROZEN MEAT ENTREES	NABISCO INC
FLIP-EMS PACKAGED CANDY	SUCREST CORPORATION	FRENCHS DOG TREATS	RECKITT & COLEMAN LTD
FLORIDA CITRUS PUNCH CITRUS DRINK	ASSOCIATED COCA-COLA BOTTL	FRENCHS FOOD PRODUCTS CONTEST	RECKITT & COLEMAN LTD
FLORIGOLD GRAPEFRUITS	GULF & WESTERN INDUSTRIES	FRENCHS GRAVEY MAKINS INSTANT GRAVEY	RECKITT & COLEMAN LTD
FLORIO WINES	NATIONAL DISTILLERS AND CH	FRENCHS MULTI-PRODUCT ADVERTISING	RECKITT & COLEMAN LTD
FLOWERS BAKERY PRODUCTS	FLOWERS INDUSTRIES, INC	FRENCHS MUSTARD	RECKITT & COLEMAN LTD
FLO-N-FRY LIQUID SHORTENING	STANDARD BRANDS	FRENCHS MUSTARD AND WORCESTERSHIRE S	RECKITT & COLEMAN LTD
FOLGERS INSTANT COFFEE	PROCTER & GAMBLE COMPANY	FRENCHS SALAD DRESSINGS	RECKITT & COLEMAN LTD
FOLGERS INSTANT COFFEE CRYSTALS	PROCTER & GAMBLE COMPANY	FRENCHS SAUCE MIXES	RECKITT & COLEMAN LTD
FOLGERS REGULAR COFFEE	PROCTER & GAMBLE COMPANY	FRENCHS SLOPPY JOE MIX	RECKITT & COLEMAN LTD
FOLUNARI ITALIAN WINES	FOREMOST-MCKESSON INC	FRENCHS WORCESTERSHIRE SAUCE	RECKITT & COLEMAN LTD
FORTANAFREDDA WINES	RAPID-AMERICAN CORPORATION	FRESCA BEVERAGE	COCA-COLA BOTTLING COMPANY
FORANIMAL ANIMAL FEEDS	CARNATION COMPANY	FRESCA SOFT DRINK	COCA-COLA BOTTLING LOS ANG
FOREMOST COTTAGE CHEESE	FOREMOST-MCKESSON INC	FRESCA SOFT DRINK	ASSOCIATED COCA-COLA BUTTL
FOREMOST DAIRY PRODUCTS	FOREMOST-MCKESSON INC	FRESCA SUGAR FREE BEVERAGE	COCA COLA CO
FOREMOST ICE CREAM	FOREMOST-MCKESSON INC	FRESCO ROYAL DRINKING POWDER	STANDARD BRANDS
FOREMOST MILK	FOREMOST-MCKESSON INC	FRESCORALDI ITALIAN WINES	BROWN-FOREMAN DISTILLERS C
FOREVER YOURS CANDY BAR	MARS INC	FRESHEN-UP GUM	WARNER-LAMBERT COMPANY
FORMAX FEEDS	CONAGRA INC	FRESHEN-UP GUM	WARNER-LAMBERT COMPANY
FORTUNA CIGARETTES	PHILLIP MORRIS INCORPORATE	FRESHTEX HUMECTANT SUGAR	AMSTAR CORPORATION
FOUNTAIN BUTTER	LAND OF LAKES	FRIDAYS LITTLE CIGARS	AMERICAN BRANDS INC
FOUNTAIN CHEESE-AMERICAN	LAND OF LAKES	FRIGOR ICE CREAM	BEATRICE FOODS CO
FOUNTAIN CHEESE-NATURAL	LAND OF LAKES	FRISCHETTE LOW-CALORIES PROCESSED CH	CPC INTERNATIONAL INC
FOUNTAIN CONDENSED MILK	LAND OF LAKES	FRISKIES CANNED CAT FOOD	CARNATION COMPANY
FOUNTAIN COTTAGE CHEESE	LAND OF LAKES	FRISKIES CANNED DOG FOOD	CARNATION COMPANY
FOUNTAIN ICE CREAM PRODUCTS	LAND OF LAKES	FRISKIES CAT FOODS	CARNATION COMPANY
FOUNTAIN MARGARINE	LAND OF LAKES	FRISKIES DRY DOG FOOD	CARNATION COMPANY
FOUNTAIN MILK	LAND OF LAKES	FRISKIES DRY KITTEN FOOD	CARNATION COMPANY
FOUNTAIN SOUR CREAM	LAND OF LAKES	FRISKIES PET FOODS REGIONAL	CARNATION COMPANY

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
FRITOS CORN CHIPS	PEPSICO INC	GATORADE NONCARBONATED DRINK	STOKELY-VAN CAMP INC
FRITOS FRENCHIPS	PEPSICO INC	GAVALAN TEQUILA	GLENMORE DISTILLERS CO
FRITOS FRONTOS	PEPSICO INC	GEISLER PET PRODUCTS	CONAGRA INC
FRITOS SNACKS	PEPSICO INC	GEM BUTTER	MID AMERICA DAIRYMEN INC
FROMM & SICHEL WINES	SEAGRAM COMPANY LTD	GEM CHEESE-AMERICAN	MID AMERICA DAIRYMEN INC
FROMM & SICHEL WINES	SEAGRAM COMPANY LTD	GEM CHEESE-NATURAL	MID AMERICA DAIRYMEN INC
FROSTIE FOOT BEER	SOUTHDOWN, INC	GEM COTTAGE CHEESE	MID AMERICA DAIRYMEN INC
FROSTY MORN MEATS	VALLEYDALE PACKERS INC	GEM SOUR CREAM	MID AMERICA DAIRYMEN INC
FROSTY O'S CEREAL	GENERAL MILLS INC	GEM YOGURT	MID AMERICA DAIRYMEN INC
FROSTY PEAK MEAT PRODUCTS	GOLD KIST INC	GENERAL FOODS DESSEKTS PRODUCTS	GENERAL FOODS CORPORATION
FROST'N SWIRL FROSTING MIX	PILLSBURY COMPANY	GENERAL MILLS CEREALS	GENERAL MILLS INC
FRO-DEX CORN SYRUP SOLIDS	AMERICAN MAIZE-PRODUCTS CO	GENERAL MILLS MONSTER CEREALS	GENERAL MILLS INC
FROEN SPECIALTY HORSE FEEDS	CONAGRA INC	GENOVA TONNO TUNA	RALSTON PURINA
FRUIT AND NECTAR FRUIT DRINKS	TRI/VALLEY GROWERS	GEORGE DICKEL WHISKY	RAPID-AMERICAN CORPORATION
FRUIT BRUTE CEREAL	GENERAL MILLS INC	GEORGE WASHINGTON CHEWING TOBACCO	R J REYNOLDS INDUSTRIES INC
FRUIT D'OR SUNFLOWER OIL	UNILIVER	GERBER BABY FOODS	CPC INTERNATIONAL INC
FRUIT N HONEY CANNED FRUITS	CALIFORNIA CANNERS AND GRO	GERBER BABY FOODS	GERBER PRODUCTS COMPANY
FRUIT STRIPE CHEWING GUM	SQUID CORPORATION	GERBER BABY FOODS	GERBER PRODUCTS COMPANY
FRUIT-T-FOOT YOGURT	MID AMERICA DAIRYMEN INC	GERBER BABYWEAR & FOODS	GERBER PRODUCTS COMPANY
FUDGESICLE	CONSOLIDATED FOODS CORPORA	GERBER CHEESE	NESTLE ALIMENTANA S A
FULL A' PALONEY BOLOGNA	GOLD KIST INC	GERBER KETCHUP	GERBER PRODUCTS COMPANY
FULL O' LIFE SEEDS	UNITED BRANDS	GERBER NURSERY PRODUCTS & FOODS	GERBER PRODUCTS COMPANY
FUN PACK/10G'S CEREAL	GENERAL MILLS INC	GERBER PEANUT SPREAD	GERBER PRODUCTS COMPANY
FUNNY FACE DRINK MIXES	PILLSBURY COMPANY	GERBERINA BABY FOODS	GERBER PRODUCTS COMPANY
FUNSTEN NUT PRODUCTS	PET INCORPORATED	GERBHARDT CANNED CHILI	BEATRICE FOODS CO
FYFFES BANANAS	UNITED BRANDS	GEVALIA COFFEE	GENERAL FOODS CORPORATION
F.F.V. HAMS	SMITHFIELD FOODS INC	GLYSER PEAK WINES	JOS SCHLITZ BREWING COMPA
		GIANT SAUSAGES	FAIRMONT FOODS COMPANY
		GIANT SMOKED & DRIED BEEF	FAIRMONT FOODS COMPANY
G WASHINGTON'S SEASONING & BROTH MIX	AMERICAN HOME PRODUCTS COR	GIANT WLT-PACKED MEAT PRODUCTS	FAIRMONT FOODS COMPANY
G & W EXTRA DRY GIN	HIRAM WALKER-GOODERHAM & W	GILBEYS MULTI-PRODUCT ADVERTISING	NATIONAL DISTILLERS AND CH
G & W PRIVATE STOCK BOURBON WHISKEY	HIRAM WALKER-GOODERHAM & W	GILBEY'S GIN	NATIONAL DISTILLERS AND CH
GABLINGERS BEER	CHUCK FULL O NUTS CORP	GILBEY'S RUM	NATIONAL DISTILLERS AND CH
GAINES BISCUITS & BITS DOG SNACKS	GENERAL FOODS CORPORATION	GILBEY'S VODKA	NATIONAL DISTILLERS AND CH
GAINES BURGERS DOG FOOD	GENERAL FOODS CORPORATION	GILROY DEHYDRATED ONION AND GARLIC	MCCORMICK & COMPANY INC
GAINES DOG FOOD	GENERAL FOODS CORPORATION	GINO FROZEN PIZZA	FAIRMONT FOODS COMPANY
GAINES DOG FOOD	GENERAL FOODS CORPORATION	GLACIER FROZEN FOODS	SPRINGS MILLS, INC
GAINES DOG FOOD	GENERAL FOODS CORPORATION	GLADIOLA FLOUR	CONAGRA INC
GAINES DOG MEAL	GENERAL FOODS CORPORATION	GLAMOUR BUTTER	MID AMERICA DAIRYMEN INC
GAINES HALE & HEARTY DOG FOOD	GENERAL FOODS CORPORATION	GLAMOUR CHEESE-AMERICAN	MID AMERICA DAIRYMEN INC
GAINES SUPREME CANNED DOG FOOD	GENERAL FOODS CORPORATION	GLAMOUR CHEESE-NATURAL	MID AMERICA DAIRYMEN INC
GALA ASSORTED CHOCOLATES	NESTLE ALIMENTANA S A	GLAMOUR COTTAGE CHEESE	MID AMERICA DAIRYMEN INC
GALAXY WHISKEY	SEAGRAM COMPANY LTD	GLAMOUR SOUR CREAM	MID AMERICA DAIRYMEN INC
GALAXY WHISKEY	SEAGRAM COMPANY LTD	GLAMOUR YOGURT	MID AMERICA DAIRYMEN INC
GALES HONEY	RECKITT & COLEMAN LTD	GLAYVA LIQUEUR	RAPID-AMERICAN CORPORATION
GALES LEMON CURD	RECKITT & COLEMAN LTD	GLEN FLAGLER MALT WHISKY	PUBLICKER INDUSTRIES INC
GALES PEANUT BUTTER	RECKITT & COLEMAN LTD	GLENLIVET SCOTCH WHISKY	SEAGRAM COMPANY LTD
GALLIANO LIQUEUR	FOREMOST-YCKESSON INC	GLENLIVET SCOTCH WHISKY	SEAGRAM COMPANY LTD
GALLO WINES	E & J GALLU WINERY	GLENMORE GIN	GLENMORE DISTILLERS CO
GALLWEYS LIQUEUR	RAPID-AMERICAN CORPORATION	GLENMORE RUM	GLENMORE DISTILLERS CO
GAMBARELLI & DAVITO WINES	HEUBLEIN INC	GLENMORE VODKA	GLENMORE DISTILLERS CO
GARDNER BAKERY PRODUCTS	C HEILEMAN BREWING COMPANY	GLEN-MAVIS SCOTCH WHISKY	PUBLICKER INDUSTRIES INC
GARNIER LIQUEURS	STANDARD BRANDS	GLOBEFILLINGS	FEDERAL COMPANY
GASTON DE LAGFARGE COGNACS	STANDARD BRANDS	GLOBE FOOD PRODUCTS	FEDERAL COMPANY
GATORADE CARBONATED DRINK	STOKELY-VAN CAMP INC	GLORIA EVAPORATED MILK	CARNATION COMPANY

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
GLORIA POWDERED MILK	STANDARD BRANDS	GORTONS FROZEN FISH STICKS	GENERAL MILLS INC
GLOVER MEATS	GLOVER INC	GOURMET CANNED CAT FOOD	CARNATION COMPANY
GLOVER SELECT MEATS	GLOVER INC	GOURMET MAYONNAISE	ANDERSON, CLAYTON & CO
GLOVER'S COUNTRY STYLE SAUSAGE	GLOVER INC	GOVERNOR'S CLUB BLENDED WHISKY	PUBLICKER INDUSTRIES INC
GLUCKSKLEE STRAINED, JUNIOR BABY AN	CARNATION COMPANY	GOVERNOR'S CLUB GIN	PUBLICKER INDUSTRIES INC
GLUCKSKLEE DAIRY PRODUCTS	CARNATION COMPANY	GOVERNOR'S CLUB VODKA	PUBLICKER INDUSTRIES INC
GNISSANA CHEESE	CARNATION COMPANY	GO-CAT DRY CAT FOOD	CARNATION COMPANY
GODCHAUX BRAND SUGAR	UPLAT WESTERN UNITED CORPO	GO-DOG DRY DOG FOOD	CARNATION COMPANY
GODIVA CANDY	CAMPBELL SOUP COMPANY	GRACIOUS DINING FOODS -OTHER INSTITU	IDLE WILD FOODS, INC
GOEBEL BEER	STROH BREWERY	GRAIN BELT BEER	G HEILEMAN BREWING COMPANY
GOEBEL BEER	STROH BREWERY	GRANADO PUERTO RICAN RUM	SEAGRAM COMPANY LTD
GOETZ BEER	SOUTHDOWN, INC	GRANADO PUERTO RICAN RUM	SEAGRAM COMPANY LTD
GOLD CIGARETTES	AMERICAN BRANDS INC	GRAND MACNISH SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
GOLD CROSS EVAPORATED MILK	CARNATION COMPANY	GRAND MAPNIER LIQUEUR	LIGGET & MYERS INCORPORATE
GOLD KING FROZEN FOODS	SPRINGS MILLS, INC	GRAND MARQUE WINES	NATIONAL DISTILLERS AND CH
GOLD KIST MEAT PRODUCTS	AGWAY INC	GRANDE CANADIAN WHISKY	RAPID-AMERICAN CORPORATION
GOLD KIST MEATS	GOLD KIST INC	GRANDMAS MOLASSES BARBECUE SAUCE	AMERICAN BRANDS INC
GOLD KIST RAVO MEATS	GOLD KIST INC	GRANDMAS MOLASSES & MUTTS APPLE SAUC	AMERICAN BRANDS INC
GOLD LABEL CIGARS	GENERAL CIGAR COMPANY	GRANGER SMOKING TOBACCO	LIGGET & MYERS INCORPORATE
GOLD MEDAL BEVERAGES	BEATRICE FOODS CO	GRANNY GOOSE FOODS	DEL MONTE CORPORATION
GOLD MEDAL FLOUR	GENERAL MILLS INC	GRANNY GOOSE GOOSE EARS	DEL MONTE CORPORATION
GOLD NUT II NUTS	GOLD KIST INC	GRANNY GOOSE POTATO CHIPS	DEL MONTE CORPORATION
GOLD RING BEEF	WARD FOODS INC	GRANNY GOOSE SNACKS	DEL MONTE CORPORATION
GOLD RING LAMB	WARD FOODS INC	GRANNY'S SOUPS	CAMPBELL SOUP COMPANY
GOLD SEAL BRANDY	SEAGRAM COMPANY LTD	GRAVES APPLES	STOKELY-VAN CAMP INC
GOLD SEAL BRANDY	SEAGRAM COMPANY LTD	GRAVES BEANS WITH PORK	STOKELY-VAN CAMP INC
GOLD SEAL WINES	SEAGRAM COMPANY LTD	GRAVES POTATOES	STOKELY-VAN CAMP INC
GOLD SEAL WINES	SEAGRAM COMPANY LTD	GRAVY TRAIN DUG FOOD	GENERAL FOODS CORPORATION
GOLDEN CHOICE DRY PET FOOD	NATIONAL CAN CORP	GREAT NUN WINE	STANDARD BRANDS
GOLDEN GRAHAMS CEREAL	GENERAL MILLS INC	GREEN GIANT CANNED VEGETABLES	GREEN GIANT COMPANY
GOLDEN GRIDDLE PANCAKE SYRUP	CPL INTERNATIONAL INC	GREEN GIANT CANNED VEGETABLES	GREEN GIANT COMPANY
GOLDEN IMAGE IMITATION COLEY CHEESE	KRAFTCO CORPORATION	GREEN GIANT FROZEN POTATO CASSEROLES	GREEN GIANT COMPANY
GOLDEN LOAF CHEESE SPREAD	KROGER CO	GREEN GIANT FROZEN PREPARED VEGETABL	GREEN GIANT COMPANY
GOLDEN OKTOBER WINE	NESTLE ALIMENTANA S A	GREEN GIANT FROZEN RICE DISHES	GREEN GIANT COMPANY
GOLDEN PEALP RICE	RICE GROWERS ASSOCIATION	GREEN GIANT FROZEN SAUCE FROSTED VEG	GREEN GIANT COMPANY
GOLDEN PORK CANNED MEAT	USCAR MAYER & CO	GREEN GIANT FROZEN SOUTHERN RECIPE V	GREEN GIANT COMPANY
GOLDEN SUN FEEDS	UNITED BRANDS	GREEN GIANT FROZEN VEGETABLE CASSERO	GREEN GIANT COMPANY
GOLDEN TOUCH COATING SPRAY	AMERICAN HOME PRODUCTS COR	GREEN GIANT FROZEN VEGETABLES	GREEN GIANT COMPANY
GOLDEN VELVET WHISKY	HEUBLEIN INC	GREEN GIANT FROZEN VEGETABLES IN BUT	GREEN GIANT COMPANY
GOLDEN WEST FROZEN SPECIALTY FOODS	MCCORMICK S COMPANY INC	GREEN GIANT FROZEN VEGETABLES WITH L	GREEN GIANT COMPANY
GOLDSTREAM GIN	PUBLICKER INDUSTRIES INC	GREEN GIANT FROZEN VEGETABLES WITH S	GREEN GIANT COMPANY
GOLD-W-CHEES CHEESE BITS	LANCE INC	GREEN GIANT MUSHROOMS	GREEN GIANT COMPANY
GOUBERS & RAISINETS CANDY	WARD FOODS INC	GREEN GIANT VEGETABLE YOGURT	GREEN GIANT COMPANY
GOUCH'S FEEDS	ARCHER-DANIELS-MIDLAND COM	GRETCHEN GRANT FROZEN DOUGH	SCM CORPORATION
GOOD HUMOR ICE CREAM	UNILEVER	GREY POUPON MUSTARD	HEUBLEIN INC
GOOD SEASONS SALAD DRESSING MIXES	GENERAL FOODS CORPORATION	GRUVKIKS COOKIES	NABISCO INC
GOOD & FRUITY CANDY	WARNER-LAMBERT COMPANY	GUIGOZ INFANT FORMULA	NESTLE ALIMENTANA S A
GOOD & PLENTY CANDY	WARNER-LAMBERT COMPANY	GOLDEN'S MUSTARD	AMERICAN HOME PRODUCTS COR
GOODERHAM'S BUNDED STUCK WHISKY	HIRAM WALKER-GOODERHAM & W	GULF BELLE FOODS	PET INCORPORATED
GOODERHAM'S RICH & RARE WHISKY	HIRAM WALKER-GOODERHAM & W	GUNTHER BEER	F & M SCHAEFER CORPORATION
GOODERHAM'S RICH & RARE WHISKY	HIRAM WALKER-GOODERHAM & W	GUSTO FROZEN FOODS	INTERNATIONAL MULTIFOODS C
GOLDONS POTATO CHIPS	AMERICAN BRANDS INC	GW SUGAR	GREAT WESTERN UNITED CORPO
GORTONS SNACKS	AMERICAN BRANDS INC	GWALTNEY LUNCHEON MEATS	INTERNATIONAL TELEPHONE AN
GORTONS CANNED CHUNKY CLAM CHOWDER	GENERAL MILLS INC	GWALTNEY MEAT PRODUCTS	INTERNATIONAL TELEPHONE AN
GORTONS FROZEN FISH FILLETS	GENERAL MILLS INC	GWALTNEY SAUSAGE	INTERNATIONAL TELEPHONE AN

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
GWALTNEY SMITHFIELD HACON	INTERNATIONAL TELEPHONE AN	HEINZ CHILI FIXINS	H J HEINZ COMPANY
GWALTNEY SMITHFIELD FRANKS	INTERNATIONAL TELEPHONE AN	HEINZ COUNTRY BRAND CANNED SOUPS	H J HEINZ COMPANY
GWALTNEY SMITHFIELD HAM	INTERNATIONAL TELEPHONE AN	HEINZ FROZEN POTATOES	H J HEINZ COMPANY
GWALTNEY SMITHFIELD SAUSAGE	INTERNATIONAL TELEPHONE AN	HEINZ HOME STYLE CANNED GRAVIES	H J HEINZ COMPANY
G-H SUGAR	GREAT WESTERN UNITED CORPO	HEINZ NOODLE NUMBERS AND SPAGHETTI	H J HEINZ COMPANY
G* FROZEN PIZZA	LEATRICE FOODS CO	HEINZ PICKLES	H J HEINZ COMPANY
		HEINZ STEAK SAUCE	H J HEINZ COMPANY
		HEINZ TOMATO KETCHUP	H J HEINZ COMPANY
		HEINZ VINEGARS	H J HEINZ COMPANY
HACKS COUGH TABLETS	CONSOLIDATED FOODS CORPORA	HELLMANN'S MAYONNAISE	CPC INTERNATIONAL INC
HAITAI ICE CREAM	LEATRICE FOODS CO	HELLMANN'S MAYONNAISE & DANNON YOGUR	CPC INTERNATIONAL INC
HALEY'S PICKLES	C H B FOODS INC	HELLMANN'S SPIN BLEND SALAD DRESSING	CPC INTERNATIONAL INC
HALF AND HALF SMOKING TOBACCO	AMERICAN BRANDS INC	HELP DRINK CONCENTRATE	H J HEINZ COMPANY
HALLER'S BLENDED WHISKY	PUBLICKER INDUSTRIES INC	HEMO CHOCOLATE DRINK MIX	BORDEN INC
HALLER'S GIN	PUBLICKER INDUSTRIES INC	HENDERSON SUPERFINE SUGAR	GREAT WESTERN UNITED CORPO
HALLER'S VODKA	PUBLICKER INDUSTRIES INC	HENRI MARCHANT WINES	SEAGRAM COMPANY LTD
HALLS COUGH DROPS	WARNER-LAMBERT COMPANY	HENRI MARCHANT WINES	SEAGRAM COMPANY LTD
HALLS MENTHO-LYPTUS COUGH DROPS	WARNER-LAMBERT COMPANY	HENKY MCKENNA BOURBON WHISKEY	SEAGRAM COMPANY LTD
HAMLET LITTLE CIGARS	AMERICAN BRANDS INC	HENKY MCKENNA BOURBON WHISKEY	SEAGRAM COMPANY LTD
HAMM'S BEER	OLYMPIA BREWING COMPANY	HERBERT TAREYTON SMOKING TOBACCO	AMERICAN BRANDS INC
HANKSCRAFT VAPORIZER-HUMIDIFIER & FU	GERBER PRODUCTS COMPANY	HEREFORDS COWS LIQUEURS	HEUBLEIN INC
HARBISONS DAIRY PRODUCTS	SOUTHLAND CORPOPATION	HERNANDO MAGIC MARVEL MEATS	GLOVER INC
HARBISONS ICE CREAM	SOUTHLAND CORPOPATION	HERKUD MEATS	FREDERICK & HERKUD INC
HARBISONS MILK	SOUTHLAND CORPOPATION	HERSHEY'S CANDIES	HERSHEY FOODS CORPORATION
HARTER TOMATO PRODUCTS	C H B FOODS INC	HERSHEY'S CANDY BARS	HERSHEY FOODS CORPORATION
HARTLEY WINES	HEUBLEIN INC	HERSHEY'S CHIPS	HERSHEY FOODS CORPORATION
HARTS BREAD	INTERSTATE BRANDS CORPORAT	HERSHEY'S CHOCOLATE BARS	HERSHEY FOODS CORPORATION
HART'S ROLLS	HEUBLEIN INC	HERSHEY'S HOT COCOA MIX	HERSHEY FOODS CORPORATION
HARVEST BLEND INSTANT HOT CEREAL	KALSTON PURINA	HERSHEY'S INSTANT	HERSHEY FOODS CORPORATION
HARVESTER CIGARS	GULF & WESTERN INDUSTRIES	HERSHEY'S KISSES	HERSHEY FOODS CORPORATION
HARVEY'S BRISTOL CREAM SHERKY	HEUBLEIN INC	HERSHEY'S SYRUP	HERSHEY FOODS CORPORATION
HARVEY'S WINES	HEUBLEIN INC	HEUBLEIN CLUB COCKTAILS	HEUBLEIN INC
HARWOOD CANADIAN WHISKY	SEAGRAM COMPANY LTD	HEUBLEIN COCKTAILS	COCA COLA CO
HARWOOD CANADIAN WHISKY	SEAGRAM COMPANY LTD	HI C FROZEN CONCENTRATE	COCA COLA CO
HAWAIIAN CANNED PUNCH	R J REYNOLDS INDUSTRIES IN	HI C FRUIT DRINK CRYSTALS	COCA COLA CO
HAWAIIAN PUNCH ADVERTISING	R J REYNOLDS INDUSTRIES IN	HI C FRUIT DRINKS	COCA COLA CO
HAWAIIAN PUNCH CONCENTRATE	R J REYNOLDS INDUSTRIES IN	HI C LIQUID CONCENTRATE	AGWAY INC
HAWAIIAN PUNCH CRYSTALS	R J REYNOLDS INDUSTRIES IN	HI PHOSPHORUS MINERAL MIX DAIRY FEED	AGWAY INC
HAWAIIAN PUNCH WITH LOW SUGAR	NATIONAL INDUSTRIES INC	HI STANDARD HORSE FEED	PROCTER & GAMBLE COMPANY
HAWTHORN MELLODY DAIRY PRODUCTS	BRITISH AMERICAN TOBACCO	HIGH POINT DECAFFEINATED COFFEE REGU	SAFEGWAY STORES INCORPORATE
HB CIGARETTES	PET INCORPORATED	HIGHWAY CANNED FRUITS	ASSOCIATED MILK PRODUCERS
HEARTLAND NATURAL CEREALS	PET INCORPORATED	HILAND BUTTER	ASSOCIATED MILK PRODUCERS
HEARTLAND NATURAL SYRUP	CALIFORNIA CANNERS AND GRO	HILAND CHEESE-AMERICAN	ASSOCIATED MILK PRODUCERS
HEARTS DELIGHT CANNED FRUITS	CALIFORNIA CANNERS AND GRO	HILAND CHEESE-NATURAL	INTERSTATE BRANDS CORPORAT
HEARTS DELIGHT FRUIT DRINKS	KIVIANA FOODS INC	HILLBILLY BREAD	LAND O' LAKES
HEBREW NATIONAL KOSHER FRANKS	KIVIANA FOODS INC	HILLDALE BUTTER	LAND O' LAKES
HEBREW NATIONAL KOSHER MEAT PRODUCTS	ROTHMANS OF PALL MALL CANA	HILLDALE CHEESE-AMERICAN	LAND O' LAKES
HEIDELBERG BEER	SEAGRAM COMPANY LTD	HILLDALE CHEESE-NATURAL	LAND O' LAKES
HEIDSIECK MONOPOLE FRENCH CHAMPAGNE	SEAGRAM COMPANY LTD	HILLDALE CONDENSED MILK	LAND O' LAKES
HEIDSIECK MONOPOLE FRENCH CHAMPAGNE	SEAGRAM COMPANY LTD	HILLDALE COTTAGE CHEESE	LAND O' LAKES
HEIFITZ PICKLES	DEAN FOODS COMPANY	HILLDALE ICE CREAM PRODUCTS	LAND O' LAKES
HEILEMAN'S SPECIAL EXPORT BEER	G HEILEMAN BREWING COMPANY	HILLDALE MARGARINE	LAND O' LAKES
HEINES BLEND PIPE TOBACCO	GULF & WESTERN INDUSTRIES	HILLDALE MILK	LAND O' LAKES
HEINZ BABY FOOD	H J HEINZ COMPANY	HILLDALE SOUR CREAM	LAND O' LAKES
HEINZ CANNED FOODS	H J HEINZ COMPANY	HILLDALE YOGURT	LAND O' LAKES
HEINZ CANNED WHITE SAUCE	H J HEINZ COMPANY		

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
HILLSHIRE FARMS SAUSAGES	CONSOLIDATED FOODS CORPORA	HOLSUM BREAD	G HEILEMAN BREWING COMPANY
HINE COGNAC	NORTON SIMON, INC	HOLY COW CANDY BAR	BEATRICE FOODS CO
HINODE RICE	RICE GROWERS ASSOCIATION	HOME BRANDS JAM AND JELLIES	PEAVEY COMPANY
HINODE ROSE RICE	RICE GROWERS ASSOCIATION	HOME BRANDS PEANUT BUTTER	PEAVEY COMPANY
HIRAM WALKER'S BRANDY	HIRAM WALKER-GOODERHAM & W	HOME MAID EDIBLE MOLASSES	SUCREST CORPORATION
HIRAM WALKER'S CORDIALS	HIRAM WALKER-GOODERHAM & W	HOME PRIDE BAKERY PRODUCTS	INTERNATIONAL TELEPHONE AN
HIRAM WALKER'S CRYSTAL GIN	HIRAM WALKER-GOODERHAM & W	HOME PRIDE BREAD	INTERNATIONAL TELEPHONE AN
HIRAM WALKER'S CRYSTAL VODKA	HIRAM WALKER-GOODERHAM & W	HOME RUN TOBACCO PRODUCTS	LIGGETT & MYERS INCORPORATE
HIRAM WALKER'S CRYSTAL VODKA	HIRAM WALKER-GOODERHAM & W	HONEY BEAR SPREAD	RECKITT & COLEMAN LTD
HIRAM WALKER'S GOLD CREST WHISKY	HIRAM WALKER-GOODERHAM & W	HONEY GRAIN BREAD	CAMPBELL TAGGART INC
HIRAM WALKER'S LIQUEURS	HIRAM WALKER-GOODERHAM & W	HONEY MAID	NABISCO INC
HIRAM WALKER'S SPECIAL CANADIAN WHISKY	HIRAM WALKER-GOODERHAM & W	HONEY MEAL BAKERY PRODUCTS	AMERICAN BAKERIES COMPANY
HIRAM WALKER'S SPECIAL OLD WHISKY	HIRAM WALKER-GOODERHAM & W	HONEYCOMBS CEREALS	GENERAL FOODS CORPORATION
HI-BRAND	CONSOLIDATED FOODS CORPORA	HONEYSUCKLE WHITE FROZEN TURKEY	CARGILL INC
HI-HO CRACKERS	AMERICAN BRANDS INC	HONI-MATE HONEY SUBSTITUTE	SUCREST CORPORATION
HI-LO MARGARINE	STANDARD BRANDS	HOOD BACON	H P HOOD INC
HMS FROST WINE	HEUBLEIN INC	HOOD BREAD	H P HOOD INC
HOFFMAN HOUSE BARBECUE SAUCE	DEAN FOODS COMPANY	HOOD BUTTER	H P HOOD INC
HOFFMAN HOUSE HORSE RADISH SAUCE	DEAN FOODS COMPANY	HOOD COTTAGE CHEESE	H P HOOD INC
HOFFMAN HOUSE MEAT SAUCE	DEAN FOODS COMPANY	HOOD CREAM	H P HOOD INC
HOFFMAN HOUSE MUSTARD SAUCE	DEAN FOODS COMPANY	HOOD DAIRY PRODUCTS	H P HOOD INC
HOFFMAN HOUSE SALAD DRESSINGS	DEAN FOODS COMPANY	HOOD EGGS	H P HOOD INC
HOFFMAN HOUSE SHRIMP SAUCE	DEAN FOODS COMPANY	HOOD FRESH ORANGE JUICE	H P HOOD INC
HOFFMAN HOUSE TARTAR SAUCE	DEAN FOODS COMPANY	HOOD FROZEN CONC ORANGE JUICE	H P HOOD INC
HOFFMAN HOUSE WORCESTERSHIRE SAUCE	DEAN FOODS COMPANY	HOOD FROZEN FRUIT JUICES	H P HOOD INC
HOFFMAN'S CHEESES	ANDERSON, CLAYTON & CO	HOOD ICE CREAM	H P HOOD INC
HOG SUPER CONCENTRATE	AGWAY INC	HOOD ICE MILK	H P HOOD INC
HOLANDA ICE CREAM	BEATRICE FOODS CO	HOOD MILK	H P HOOD INC
HOLIDAY BEVERAGES	ASSOCIATED COCA-COLA BOTTL	HOOD NUFORM DAIRY PRODUCTS	H P HOOD INC
HOLIDAY SMOKING TOBACCO	LIGGETT & MYERS INCORPORATE	HOOD NUFORM LOWFAT MILK	H P HOOD INC
HOLLAND HOUSE COCKTAIL MIXES	NATIONAL DISTILLERS AND CH	HOOD POWDERED MILK	H P HOOD INC
HOLLAND HOUSE COOKING WINE	NATIONAL DISTILLERS AND CH	HOOD RITEFORM ICE CREAM	H P HOOD INC
HOLLOWAY CANDIES	BEATRICE FOODS CO	HOOD SHERBET	H P HOOD INC
HOLLOWAY HOUSE FROZEN FOODS	GREEN GIANT COMPANY	HOOD SOUP CREAM	H P HOOD INC
HOLLY BY-PRODUCTS	HOLLY SUGAR CORPORATION	HOOD YOGURT	H P HOOD INC
HOLLY FARMS FRIED CHICKEN	FEDERAL COMPANY	HOODS DAIRY PRODUCTS	PET INCORPORATED
HOLLY FARMS POULTRY	FEDERAL COMPANY	HORIZON REGULAR COFFEE	GENERAL FOODS CORPORATION
HOLLY GRANULATED SUGAR	HOLLY SUGAR CORPORATION	HORMEL BACON	GEO A HORMEL & COMPANY
HOLLY LIQUID SUGAR	HOLLY SUGAR CORPORATION	HORMEL CANNED CHILI	GEO A HORMEL & COMPANY
HOLLYBROOK BUTTER	LAND O' LAKES	HORMEL CANNED HAM	GEO A HORMEL & COMPANY
HOLLYBROOK CHEESE-AMERICAN	LAND O' LAKES	HORMEL CANNED MEALS	GEO A HORMEL & COMPANY
HOLLYBROOK CHEESE-NATURAL	LAND O' LAKES	HORMEL CANNED MEAT PRODUCTS	GEO A HORMEL & COMPANY
HOLLYBROOK CONDENSED MILK	LAND O' LAKES	HORMEL CANNED VIENNA SAUSAGE & SPAM	GEO A HORMEL & COMPANY
HOLLYBROOK COTTAGE CHEESE	LAND O' LAKES	HORMEL CORN DOGS WIENERS	GEO A HORMEL & COMPANY
HOLLYBROOK ICE CREAM PRODUCTS	LAND O' LAKES	HORMEL HAM	GEO A HORMEL & COMPANY
HOLLYBROOK MARGARINE	LAND O' LAKES	HORMEL HOT DOGS	GEO A HORMEL & COMPANY
HOLLYBROOK MILK	LAND O' LAKES	HORMEL MEAT PRODUCTS	GEO A HORMEL & COMPANY
HOLLYBROOK SOUR CREAM	LAND O' LAKES	HORMEL PEPPERONI	GEO A HORMEL & COMPANY
HOLLYBROOK YOGURT	LAND O' LAKES	HORMEL SIZZLEKS	GEO A HORMEL & COMPANY
HOLLYWOOD BREAD	INTERSTATE BRANDS CORPORAT	HORSE SHOE CHEWING TOBACCO	LIGGETT & MYERS INCORPORATE
HOLLYWOOD CANDY	CONSOLIDATED FOODS CORPORA	HORTENS DAIRY PRODUCTS	SOUTHLAND CORPORATION
HOLLYWOOD CHEWING GUM	GENERAL FOODS CORPORATION	HORTENS ICE CREAM	SOUTHLAND CORPORATION
HOLLYWOOD CIGARETTES	BRITISH AMERICAN TOBACCO	HORTENS MILK	SOUTHLAND CORPORATION
HOLSUM BAKERY PRODUCTS	FLOWERS INDUSTRIES, INC	HOTNESS PAKED GOODS	INTERNATIONAL TELEPHONE AN
HOLSUM BAKERY PRODUCTS	WARD FOODS INC	HOTNESS CAKES	INTERNATIONAL TELEPHONE AN

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
HOSTESS FRUIT PIES	INTERNATIONAL TELEPHONE AN	INDIAN MAID BUTTER	LAND O' LAKES
HOSTESS SNACKS	GENERAL FOODS CORPORATION	INDIAN MAID CHEESE-AMERICAN	LAND O' LAKES
HOSTESS SNACKS	GENERAL FOODS CORPORATION	INDIAN MAID CHEESE-NATURAL	LAND O' LAKES
HOT LOAF REFRIGERATED BREAD DOUGH	HILLSBURY COMPANY	INDIAN MAID CONDENSED MILK	LAND O' LAKES
HOT N WHOLE SOME CEREAL	KABISCO INC	INDIAN MAID COTTAGE CHEESE	LAND O' LAKES
HOTEL BAR BUTTER	LEATRICE FOODS CO	INDIAN MAID ICE CREAM PRODUCTS	LAND O' LAKES
HOWDY FLAVORING COMPOUNDS	SEVEN-UP COMPANY	INDIAN MAID MARGARINE	LAND O' LAKES
HUBBARD FEED	HUBBARD MILLING COMPANY	INDIAN MAID MILK	LAND O' LAKES
HUBBARD HOUSE FROZEN TURKEYS	HUBBARD MILLING COMPANY	INDIAN MAID SOUR CREAM	LAND O' LAKES
HUBBARD LNS LIQUID SUPPLEMENT	HUBBARD MILLING COMPANY	INDIAN MAID YOGURT	LAND O' LAKES
HUDSON'S BAY CANADIAN WHISKY	SEAGRAM COMPANY LTD	INDIAN TRAIL CRANBERRY SAUCE	DEAN FOODS COMPANY
HUDSON'S BAY CANADIAN WHISKY	SEAGRAM COMPANY LTD	INGLENOK WINES	HEUBLEIN INC
HUDSON'S BAY SCOTCH	SEAGRAM COMPANY LTD	INTERGLAS ICE CREAM	BEATRICE FOODS CO
HUDSON'S BAY SCOTCH	SEAGRAM COMPANY LTD	INVER HOUSE GREEN PLAID SCOTCH WHISKY	PUBLICKER INDUSTRIES INC
HUGGINS GOURMET MOCHA JAVA COFFEE	COCA COLA CO	INVER HOUSE RED PLAID SCOTCH WHISKY	PUBLICKER INDUSTRIES INC
HUMKO OILS	KRAFTCO CORPORATION	IRISH MIST LIQUEUR	HEUBLEIN INC
HUMPTY DUMPTY SNACKS	AMERICAN BRANDS INC	ISOMEROSE CORN SYRUP	STANDARD BRANDS
HUNGARIAN HIGH ALTITUDE FLOUR	PEAVEY COMPANY	ISOMIL INFANT MILK	ABBOTT LABORATORIES
HUNGARIAN WINES	HEUBLEIN INC	ITALIAN SWISS COLONY WINES	HEUBLEIN INC
HUNGRY JACK INSTANT MASHED POTATOES	PILLSBURY COMPANY	I.W.HARPER BOURBON WHISKY	RAPID-AMERICAN CORPORATION
HUNGRY JACK REFRIGERATED BISCUITS	PILLSBURY COMPANY		
HUNT CLUB BURGERBITS	STANDARD BRANDS		
HUNTER MEATS	UNITED BRANDS	JACARE WINES	HEUBLEIN INC
HUNTERS CHOICE DOG FOOD	SAVANNAH FOODS & INDUSTPIE	JACK DANIELS TENNESSEE WHISKEY	BROWN-FOREMAN DISTILLERS C
HUNT-LESSON FOODS	NORTON SIMON,INC	JACK DANIELS WHISKEY	BROWN-FOREMAN DISTILLERS C
HUNT'S BIG JOHN'S BEANS'N FIXINS	NORTON SIMON,INC	JACOB RUPPERT BEER	CHOCK FULL O NUTS CORP
HUNT'S KETCHUP	NORTON SIMON,INC	JACQUES CARDIN FRENCH BRANDY	SEAGRAM COMPANY LTD
HUNT'S MANWICH SAUCE	NORTON SIMON,INC	JACQUES CARDIN FRENCH BRANDY	SEAGRAM COMPANY LTD
HUNT'S PRIMA SALSA SPAGHETTI SAUCE	NORTON SIMON,INC	JACQUES WINES	HEUBLEIN INC
HUNT'S SKILLET DINNERS	NORTON SIMON,INC	JALISCO PRODUCTS	MCCORMICK & COMPANY INC
HUNT'S SNACK PACK CANNED DESSERTS	NORTON SIMON,INC	JAMAICA GINGER CAKE	UNITED BISCUITS LTD (KEEBL
HUNT'S SQUEEZ MEEZ PUDDINGS	NORTON SIMON,INC	JAMBOREE CHOCOLATE COV CUP CANDIES	AMERICAN MAIZE-PRODUCTS CO
HUNT'S SUPREMA SPAGHETTI SAUCES	NORTON SIMON,INC	JAMES FOXE CANADIAN WHISKEY	SEAGRAM COMPANY LTD
HUNT'S TOMATO PASTE	NORTON SIMON,INC	JAMES FOXE CANADIAN WHISKEY	SEAGRAM COMPANY LTD
HUNT'S TOMATO SAUCE	NORTON SIMON,INC	JAMESTOWN HAMS	SMITHFIELD FOODS INC
HUSKEY DOG FOOD	AGWAY INC	JAMESTOWN PROCESSED MEAT PRODUCTS	SMITHFIELD FOODS INC
HYDKOX COOKIES	AMERICAN BRANDS INC	JAMIE O'S SCOTCH WHISKY	FOREMOST-MCKESSON INC
HYGRADE'S BACON	HANSON TRUST (HYGRADE FOOD	JANE LOGAN COTTAGE CHEESE	FAIRMONT FOODS COMPANY
HYGRADE'S CANNED HAM	HANSON TRUST (HYGRADE FOOD	JANE LOGAN FLUID MILK	FAIRMONT FOODS COMPANY
HYGRADE'S FRANKS	HANSON TRUST (HYGRADE FOOD	JANE LOGAN FRUIT DRINKS	FAIRMONT FOODS COMPANY
HYGRADE'S HAM	HANSON TRUST (HYGRADE FOOD	JANE LOGAN ICE CREAM	FAIRMONT FOODS COMPANY
HYGRADE'S MEAT PRODUCTS	HANSON TRUST (HYGRADE FOOD	JANE LOGAN YOGURT	FAIRMONT FOODS COMPANY
HYKKO PET FOOD	CARNATION COMPANY	JANE PARKER BAKERY PRODUCTS	GREAT ATLANTIC AND PACIFIC
HY-LAY HATCHERIES	ANDERSON, CLAYTON & CO	JANE PARKER CANDY	GREAT ATLANTIC AND PACIFIC
		JANE PARKER CANNED BEANS	GREAT ATLANTIC AND PACIFIC
		JANE PARKER CATSUP	GREAT ATLANTIC AND PACIFIC
		JANE PARKER COFFEE	GREAT ATLANTIC AND PACIFIC
ICE FLOW ICE CONFECTION	GENERAL FOODS CORPORATION	JANE PARKER DOG FOOD	GREAT ATLANTIC AND PACIFIC
ICEBERG 100S MENTHOL FILTER CIGARETT	AMERICAN BRANDS INC	JANE PARKER JELLIES & JAMS	GREAT ATLANTIC AND PACIFIC
IDEAL BAKERY PRODUCTS	INTERSTATE BRANDS CORPOPAT	JANE PARKER MACARONI PRODUCTS	GREAT ATLANTIC AND PACIFIC
IDEAL BREAD	INTERSTATE BRANDS CORPOPAT	JANE PARKER MILK PRODUCTS	GREAT ATLANTIC AND PACIFIC
IDEAL DAIRY PRODUCTS	BEATRICE FOODS CO	JANET DAVIS CHICKENS	GREAT ATLANTIC AND PACIFIC
IMPERIAL BLENDED WHISKEY	HIRAM WALKER-GOODERHAM & W	JARLSBERG CHEESE	VALMAC INDUSTRIES INC
IMPERIAL REGULAR MARGARINE	UNILEVER	JAX BEER	NESTLE ALIMENTANA S A
IMPERIAL SUGAR	IMPERIAL SUGAR COMPANY	JAX CHEESE TWISTS	SOUTHDOWN, INC
IMPERIAL WHISKY	HIRAM WALKER-GOODERHAM & W		GENERAL CIGAR COMPANY

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
JAZZ ANIMAL FEEDS	FEDERAL COMPANY	JULIUS KAYSER GERMAN WINES	SEAGRAM COMPANY LTD
JAZZ DOG FOOD	FEDERAL COMPANY	JULIUS WILE WINES	STANDARD BRANDS
JEAN LAFCOTES CINNAMON CRUNCH CEREAL	QUAKER OATS COMPANY	JUNIOR MINTS	NABISCO INC
JELL-O CANNED PUDDING TREATS	GENERAL FOODS CORPORATION	J&B SCOTCH WHISKY	LIGGET & MYERS INCORPORATE
JELL-O GELATIN	GENERAL FOODS CORPORATION	J.BAVET BRANDY	RAPID-AMERICAN CORPORATION
JELL-O GELATIN	GENERAL FOODS CORPORATION	J.W.DANT BOURBON WHISKY	RAPID-AMERICAN CORPORATION
JELL-O GELATIN DESSERT	GENERAL FOODS CORPORATION	J.W.DANT OLDE BOURBON WHISKY	RAPID-AMERICAN CORPORATION
JELL-O INSTANT GELATIN DESSERT	GENERAL FOODS CORPORATION	J.W.DANT SCOTCH WHISKY	RAPID-AMERICAN CORPORATION
JELL-O INSTANT PUDDING	GENERAL FOODS CORPORATION		
JELL-O INSTANT PUDDING & SUN MAID RA	GENERAL FOODS CORPORATION		
JELL-O PUDDING & PIE FILLING	GENERAL FOODS CORPORATION		
JELL-O PUDDING & PIE FILLING & BLUE	GENERAL FOODS CORPORATION		
JELL-O PUDDING & PIE FILLING & MRS S	GENERAL FOODS CORPORATION		
JESSE JONES SAUSAGE	GENERAL MILLS INC		
JIF LEMONS	RECKITT & COLEMAN LTD		
JIF PEANUT BUTTER	PROCTER & GAMBLE COMPANY		
JIFFI-EGG FROZEN EGGS	AGWAY INC		
JIFFY POP POPCORN	AMERICAN HOME PRODUCTS COR		
JIM BEAM BOURBON WHISKEY	AMERICAN BRANDS INC		
JIM DANDY CANNED DOG FOOD	SAVANNAH FOODS & INDUSTRIE		
JIM DANDY CORN MEAL	SAVANNAH FOODS & INDUSTRIE		
JIM DANDY DOG FOOD	SAVANNAH FOODS & INDUSTRIE		
JIM DANDY DRY DOG FOOD	SAVANNAH FOODS & INDUSTRIE		
JIM DANDY INSTANT GRITS	SAVANNAH FOODS & INDUSTRIE		
JOHN BEGG SCOTCH	NORTON SIMON, INC		
JOHN COURAGE BEER	IMPERIAL GROUP LIMITED		
JOHN JAMESON IRISH WHISKY	SEAGRAM COMPANY LTD		
JOHN JAMESON IRISH WHISKY	SEAGRAM COMPANY LTD		
JOHN MORRELL MEATS	UNITED BRANDS		
JOHN ROLFE SMOKING TOBACCO	LIGGET & MYERS INCORPORATE		
JOHNNIE WALKER BLACK LABEL SCOTCH	NORTON SIMON, INC		
JOHNNIE WALKER RED LABEL SCOTCH	NORTON SIMON, INC		
JOHNSTON'S CHOCOLATE FLAVORED MORSEL	WARD FOODS INC		
JOHNSTON'S FROZEN DESSERTS	WARD FOODS INC		
JOHNSTON'S FROZEN RIES	WARD FOODS INC		
JOHNSTON'S ICE CREAM TOPPINGS	WARD FOODS INC		
JOHNSTON'S PEANUT BUTTER MORSELS	WARD FOODS INC		
JOHNSTON'S READY CRUST PIE CRUST	WARD FOODS INC		
JOLLY RANCHER CANDIES	BEATRICE FOODS CO		
JONKER FRIS	CONSOLIDATED FOODS CORPORA		
JORDAN WINES	ROTHMANS OF PALL MALL CANA		
JORDAN'S FRANKS	HANSON TRUST (HYGRADE FOOD		
JORDAN'S HAMS	SMITHFIELD FOODS INC		
JORDAN'S MEAT PRODUCTS	HANSON TRUST (HYGRADE FOOD		
JORDAN'S SAUSAGE	HANSON TRUST (HYGRADE FOOD		
JOSE CUERVO TEQUILA	HEUBLEIN INC		
JOSLPH STEUBEN WINES	E & J GALLO WINERY		
JOUVET BEAUJOLAIS VILLAGES RED WINE	NATIONAL DISTILLERS AND CH		
JOUVET MAON VILLAGES BLANC WHITE WI	NATIONAL DISTILLERS AND CH		
JUANA PRE-COOKED CORN FLOUR	INTERNATIONAL MULTIFOODS C		
JUDSON BAGGED CANDIES	SOUTHDOWN, INC		
JUDSON WRAPPED CANDIES	SOUTHDOWN, INC		
JUG POP WINE	COCA-COLA BOTTLING COMPANY		
JUICY FRUIT SUGAR-COATED CHEWING GUM	WM WRIGLEY JR COMPANY		
JULIUS KAYSER GERMAN WINES	SEAGRAM COMPANY LTD		
		KABOOM CEREAL	GENERAL MILLS INC
		KAHLUA LIQUEUR	HIRAM WALKER-GOODERHAM & W
		KAHLUA LIQUEUR	HIRAM WALKER-GOODERHAM & W
		KAHN'S LUNCHEON MEAT	CONSOLIDATED FOODS CORPORA
		KAHN'S MEATS	CONSOLIDATED FOODS CORPORA
		KAHN'S SAUSAGE	CONSOLIDATED FOODS CORPORA
		KAHN'S WIENERS	CONSOLIDATED FOODS CORPORA
		KAL KAN CANNED CAT FOOD	MARS INC
		KAL KAN CANNED DOG FOOD	MARS INC
		KAL KAN M P S CANNED DOG FOOD	MARS INC
		KAL KAN MEALTIME DOG FOOD	MARS INC
		KAL KAN PET FOOD & KINGLING CIRCUS C	MARS INC
		KAL KAN PET FOODS	MARS INC
		KALISE ICE CREAM	BEATRICE FOODS CO
		KAM DOG FOOD CANNED	ESMARK INC
		KAMCHATKA VODKA	NATIONAL DISTILLERS AND CH
		KAPTAIN KID FRUIT DRINKS	BEATRICE FOODS CO
		KARO SYRUP	CPC INTERNATIONAL INC
		KAS POTATO CHIPS	FAIRMONT FOODS COMPANY
		KASCO DOG FOOD	CONAGRA INC
		KAUKAUNA KLUB CHEESE	INTERNATIONAL MULTIFOODS C
		KAVA INSTANT COFFEE	BORDEN INC
		KEATHLEY BROWNIES	FAIRMONT FOODS COMPANY
		KEATHLEY PECAN PIES	FAIRMONT FOODS COMPANY
		KEEBLER CO REGIONAL	UNITED BISCUITS LTD (KEEBL
		KEEBLER COOKIES	UNITED BISCUITS LTD (KEEBL
		KEEBLER CRACKERS	UNITED BISCUITS LTD (KEEBL
		KELLING NUTS	CPC INTERNATIONAL INC
		KELLOGG'S ALL BRAN & ERAN BUDS	KELLOGG COMPANY
		KELLOGG'S APPLE JACKS CEREAL	KELLOGG COMPANY
		KELLOGG'S BUCKWHEATS CEREAL	KELLOGG COMPANY
		KELLOGG'S CEREALS	KELLOGG COMPANY
		KELLOGG'S COCOA KRISPIES	KELLOGG COMPANY
		KELLOGG'S CORN FLAKE CRUMBS & KIKKOM	KELLOGG COMPANY
		KELLOGG'S CORN FLAKE CRUMBS & WISH-B	KELLOGG COMPANY
		KELLOGG'S CORN FLAKE CRUMBS, DOLE BAN	KELLOGG COMPANY
		KELLOGG'S CORN FLAKES	KELLOGG COMPANY
		KELLOGG'S CORNY-SNAPS CEREAL	KELLOGG COMPANY
		KELLOGG'S COUNTRY MORNING ALL NATURA	KELLOGG COMPANY
		KELLOGG'S FROOT LOOPS	KELLOGG COMPANY
		KELLOGG'S FROSTED FLAKES	KELLOGG COMPANY
		KELLOGG'S FROSTED MINI-WHEATS	KELLOGG COMPANY
		KELLOGG'S FROSTED RICE	KELLOGG COMPANY
		KELLOGG'S FROZEN EGG ROLL SNACKS	KELLOGG COMPANY
		KELLOGG'S LOVIN SPOONFULS CEREAL	KELLOGG COMPANY

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
KELLOGG'S OATMEAL BARS	KELLOGG COMPANY	KING MIDAS FLOUR	PEAVEY COMPANY
KELLOGG'S POP-TARTS	KELLOGG COMPANY	KING TABLE SYRUP	INTERNATIONAL MULTIFOODS C
KELLOGG'S PRODUCT 14 CEREAL	KELLOGG COMPANY	KING VITAMIN CEREALS	QUAKER OATS COMPANY
KELLOGG'S RAISIN BRAN	KELLOGG COMPANY	KINGS RANSOM WHISKY	HEUBLEIN INC
KELLOGG'S RICE KRISPIES	KELLOGG COMPANY	KINSEY BLENDED WHISKY	PUBLICKER INDUSTRIES INC
KELLOGG'S SNACK PACK	KELLOGG COMPANY	KINSEY GIN	PUBLICKER INDUSTRIES INC
KELLOGG'S SPECIAL K	KELLOGG COMPANY	KIRSBERKY WINE	HEUBLEIN INC
KELLOGG'S STUFFING	KELLOGG COMPANY	KISSER CAT FOOD	CARNATION COMPANY
KELLOGG'S SUGAR FROSTED FLAKES	KELLOGG COMPANY	KIT KAT CANDY	HERSHEY FOODS CORPORATION
KELLOGG'S SUGAR POPS	KELLOGG COMPANY	KITCHEN CRAFT CORN MEAL	SAFEWAY STORES INCORPORATE
KELLOGG'S SUGAR SMACKS	KELLOGG COMPANY	KITCHEN CRAFT FLOUR	SAFEWAY STORES INCORPORATE
KELLOGG'S VARIETY PACK	KELLOGG COMPANY	KITCHEN READY FROZEN FOODS	SPRINGS MILLS, INC
KELLOGG'S 40% BRAN FLAKES	KELLOGG COMPANY	KITCHENS OF SARA LEE INC GENERAL PRO	CONSOLIDATED FOODS CORPORA
KEMPS ICE CREAM	WARD FOODS INC	KITTY CLOVER POTATO CHIPS	FAIRMONT FOODS COMPANY
KENSITAS CIGARETTES	AMERICAN BRANDS INC	KITTY CLOVER SNACKS	FAIRMONT FOODS COMPANY
KENT DELUXE LENGTH FILTER CIGARETTES	LOEWS CORPORATION	KIX CEREAL	GENERAL MILLS INC
KENT FILTER CIGARETTES	LOEWS CORPORATION	KLIM MILK POWDER	BORDEN INC
KENT KING SIZE FILTER CIGARETTES	LOEWS CORPORATION	KNEIP MEATS	BEATRICE FOODS CO
KENT LIGHTS FILTER CIGARETTES	LOEWS CORPORATION	KNICKERBOCKER BEER	CHOCK FULL O NUTS CORP
KENT MENTHOL & FILTER 100S CIGARETTE	LOEWS CORPORATION	KNICKERBOCKER MILLS SEASONINGS & SPI	BEATRICE FOODS CO
KENT 100S & KING SIZE CIGARETTES	LOEWS CORPORATION	KNORR DEHYDRATED GRAVIES	CPC INTERNATIONAL INC
KENTUCKY CLUB TOBACCO	GENERAL CIGAR COMPANY	KNORR DEHYDRATED SAUCES	CPC INTERNATIONAL INC
KENWOOD BUTTER	LAND O' LAKES	KNORR DEHYDRATED SEASONINGS	CPC INTERNATIONAL INC
KENWOOD CHEESE-AMERICAN	LAND O' LAKES	KNORR DEHYDRATED SOUPS	CPC INTERNATIONAL INC
KENWOOD CHEESE-NATURAL	LAND O' LAKES	KNORR LIQUID SAUCES	CPC INTERNATIONAL INC
KENWOOD CONDENSED MILK	LAND O' LAKES	KNOX FRUIT ROLL	UNILEVER
KENWOOD COTTAGE CHEESE	LAND O' LAKES	KNOX GELATINE	UNILEVER
KENWOOD ICE CREAM PRODUCTS	LAND O' LAKES	KNOX GELATINE CONTEST	UNILEVER
KENWOOD MARGARINE	LAND O' LAKES	KNOX GELATINE DRINK PREMIUM OFFER	UNILEVER
KENWOOD MILK	LAND O' LAKES	KNOX GELATINE PREMIUM OFFER	UNILEVER
KENWOOD SOUR CREAM	LAND O' LAKES	KNOX GELATINE & SWEET N LOW SUBSTITU	UNILEVER
KENWOOD YOGURT	LAND O' LAKES	KNUDSEN BUTTERMILK	KNUDSEN CORPORATION
KEN-L RATION BURGERS	QUAKER OATS COMPANY	KNUDSEN CHEESECAKE DESSERT	KNUDSEN CORPORATION
KEN-L RATION CANNED DOG FOOD	QUAKER OATS COMPANY	KNUDSEN COTTAGE CHEESE	KNUDSEN CORPORATION
KESSLER BLENDED WHISKEY	SEAGRAM COMPANY LTD	KNUDSEN CREAM CHEESE	KNUDSEN CORPORATION
KESSLER BLENDED WHISKEY	SEAGRAM COMPANY LTD	KNUDSEN DAIRY PRODUCTS	KNUDSEN CORPORATION
KIA-ORA BEAN PRODUCTS	CAMPBELL SOUP COMPANY	KNUDSEN DIPS	KNUDSEN CORPORATION
KIA-ORA CONDENSED SOUPS	CAMPBELL SOUP COMPANY	KNUDSEN HALF AND HALF	KNUDSEN CORPORATION
KIA-ORA FRUIT JUICE CORDIALS	CAMPBELL SOUP COMPANY	KNUDSEN ICE CREAM	KNUDSEN CORPORATION
KIA-ORA MACARONI PRODUCTS	CAMPBELL SOUP COMPANY	KNUDSEN MILK	KNUDSEN CORPORATION
KIA-ORA SPAGHETTI PRODUCTS	CAMPBELL SOUP COMPANY	KNUDSEN PUDDINGS	KNUDSEN CORPORATION
KIA-ORA TOPPINGS	CAMPBELL SOUP COMPANY	KNUDSEN SALADS	KNUDSEN CORPORATION
KIBON FOOD PRODUCTS	GENERAL FOODS CORPORATION	KNUDSEN SHERBET	KNUDSEN CORPORATION
KIJAFI WINES	SEAGRAM COMPANY LTD	KNUDSEN SOUR CREAM & DROMEDARY CAKE	KNUDSEN CORPORATION
KIJAFI WINES	SEAGRAM COMPANY LTD	KNUDSEN WHIPPED CREAM TOPPING	KNUDSEN CORPORATION
KIKU MASAMUNE JAPANESE SAKE	HEUBLEIN INC	KNUDSEN YOGURT	KNUDSEN CORPORATION
KILPATRICK'S BAKERY PRODUCTS	CAMPBELL TAGGART INC	KOBEY'S POTATO CHIPS	NABISCO INC
KIMBO COOKING FAT	UNILEVER	KOBEY'S SNACKS	BEATRICE FOODS CO
KING BEE SMOKING TOBACCO	LIGGETT & MYERS INCORPORATE	KUCKENS SPICES	GENERAL FOODS CORPORATION
KING COLE POTATO CHIPS	GENERAL CIGAR COMPANY	KODIAK BFER	C SCHMIDT & SONS
KING COTTON WINE	KANE-MILLER CORP	KUKUSAI RICE	RICE GROWERS ASSOCIATION
KING EDWARD CIGARS	AMERICAN MAIZE-PRODUCTS CO	KOOL CIGARETTES MULTI-PRODUCT ADVERT	BRITISH AMERICAN TOBACCO
KING EDWARD SPECIAL CIGARRILLOS	AMERICAN MAIZE-PRODUCTS CO	KOOL CIGARETTES SWEEPSTAKES	BRITISH AMERICAN TOBACCO
KING GEORGE IV SCOTCH WHISKY	NATIONAL DISTILLERS AND CH	KOOL FILTER CIGARETTES PREMIUM OFFER	BRITISH AMERICAN TOBACCO
KING KUP PEANUT BUTTER CUPS	GULF & WESTERN INDUSTRIES	KOOL FILTER KINGS CIGARETTES	BRITISH AMERICAN TOBACCO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
KOOL FILTER KINGS & LONGS CIGARETTES	BRITISH AMERICAN TOBACCO	KRAFT PIZZA MIX	KRAFTCO CORPORATION
KOOL FILTER KINGS & SUPER LONGS CIGA	BRITISH AMERICAN TOBACCO	KRAFT READY DIPS	KRAFTCO CORPORATION
KOOL FILTER LONGS CIGARETTES	BRITISH AMERICAN TOBACCO	KRAFT SAFFLOWER OIL	KRAFTCO CORPORATION
KOOL MILD CIGARETTES	BRITISH AMERICAN TOBACCO	KRAFT SALAD DRESSINGS	KRAFTCO CORPORATION
KOOL SUPER LONGS FILTER CIGARETTES	BRITISH AMERICAN TOBACCO	KRAFT SANDWICH SPREAD	KRAFTCO CORPORATION
KOOL-AID	GENERAL FOODS CORPORATION	KRAFT SEASONING MIXES	KRAFTCO CORPORATION
KOOL-AID INSTANT SOFT DRINK MIX	GENERAL FOODS CORPORATION	KRAFT SOFT PARKAY MARGARINE	KRAFTCO CORPORATION
KOOL-AID INSTANT SOFT DRINK MIX	GENERAL FOODS CORPORATION	KRAFT THOUSAND ISLAND	KRAFTCO CORPORATION
KOOL-POPS POP BARS	GENERAL FOODS CORPORATION	KRAFT VELVEETA CHEESE	KRAFTCO CORPORATION
KORBEL BRANDY	BROWN-FOREMAN DISTILLERS C	KRAFT WRAPPLES CARAMEL SLICES	KRAFTCO CORPORATION
KORBEL CHAMPAGNE	BROWN-FOREMAN DISTILLERS C	KREMA HAPD AND SOFT CANDIES	GENERAL FOODS CORPORATION
KORBEL TABLE WINES	BROWN-FOREMAN DISTILLERS C	KRETSCHMERS WHEAT GERM	INTERNATIONAL MULTIFOODS C
KOWETA MEAT PRODUCTS	GOLD KIST INC	KREY MEAT PRODUCTS	KREY PACKING CO
KP CHEESEY MUNCHIES	UNITED BISCUITS LTD (KEEBL	KRISPY CRACKERS	AMERICAN BRANDS INC
KP CRISPS	UNITED BISCUITS LTD (KEEBL	KROGER APPLESAUCE	KROGER CO
KP HULA HOOPS	UNITED BISCUITS LTD (KEEBL	KROGER BUTTER	KROGER CO
KP PEANUTS	UNITED BISCUITS LTD (KEEBL	KROGER CANNED FRUIT JUICES	KROGER CO
KP RANCHEROS	UNITED BISCUITS LTD (KEEBL	KROGER CANNED FRUITS	KROGER CO
KP SKIPS	UNITED BISCUITS LTD (KEEBL	KROGER CANNED MEATS	KROGER CO
KRACKAWHEAT CRACKERS	UNITED BISCUITS LTD (KEEBL	KROGER CANNED TOMATO JUICE	KROGER CO
KRAFT BARBECUE SAUCE	KRAFTCO CORPORATION	KROGER CANNED VEGETABLES	KROGER CO
KRAFT BARBECUE SAUCE MIX	KRAFTCO CORPORATION	KROGER CATSUP	KROGER CO
KRAFT BARBECUE SAUCE & DOLE CANNED P	KRAFTCO CORPORATION	KROGER CHEESE-AMERICAN	KROGER CO
KRAFT CANDIES	KRAFTCO CORPORATION	KROGER CHEESE-NATURAL	KROGER CO
KRAFT CHEESE	KRAFTCO CORPORATION	KROGER COFFEE	KROGER CO
KRAFT CHEEZ WHIZ	KRAFTCO CORPORATION	KROGER CONCENTRATED ORANGE JUICE	KROGER CO
KRAFT CHEFS SURPRISE ONE PAN MEALS	KRAFTCO CORPORATION	KROGER CORN FLAKES	KROGER CO
KRAFT CRACKER BARREL CHEESE	KRAFTCO CORPORATION	KROGER COTTAGE CHEESE	KROGER CO
KRAFT DINNERS	KRAFTCO CORPORATION	KROGER DONUTS	KROGER CO
KRAFT FOODS DIVISION GENERAL PROMOTI	KRAFTCO CORPORATION	KROGER DRINK MIX	KROGER CO
KRAFT FROZEN CASSEROLES	KRAFTCO CORPORATION	KROGER EGGS	KROGER CO
KRAFT GRATED CHEESE	KRAFTCO CORPORATION	KROGER ENGLISH MUFFINS	KROGER CO
KRAFT GRAVY MIXES	KRAFTCO CORPORATION	KROGER FROZEN FRUITS	KROGER CO
KRAFT GREAT BEGINNINGS SALAD DRESSIN	KRAFTCO CORPORATION	KROGER FROZEN MEAT PIES	KROGER CO
KRAFT ICE CREAM	KRAFTCO CORPORATION	KROGER FROZEN VEGETABLES	KROGER CO
KRAFT IMITATION MAYONNAISE	KRAFTCO CORPORATION	KROGER HONEY BUNS	KROGER CO
KRAFT ITALIAN STYLE SPAGHETTI DINNER	KRAFTCO CORPORATION	KROGER HOT DOGS	KROGER CO
KRAFT JELLIES & PRESERVES	KRAFTCO CORPORATION	KROGER ICE CREAM	KROGER CO
KRAFT KOOGLE FLAVORED PEANUT SPREAD	KRAFTCO CORPORATION	KROGER INSTANT RICE	KROGER CO
KRAFT LOW CALORIE SALAD DRESSINGS	KRAFTCO CORPORATION	KROGER LUNCHEON MEAT	KROGER CO
KRAFT MACARONI & CHEESE DELUXE DINNE	KRAFTCO CORPORATION	KROGER MARGARINE	KROGER CO
KRAFT MARSHMALLOW	KRAFTCO CORPORATION	KROGER MARSHMALLOWS	KROGER CO
KRAFT MARSHMALLOW CREME	KRAFTCO CORPORATION	KROGER MAYONNAISE	KROGER CO
KRAFT MAYONNAISE	KRAFTCO CORPORATION	KROGER MEAT	KROGER CO
KRAFT MILK	KRAFTCO CORPORATION	KROGER MILK	KROGER CO
KRAFT MIRACLE REGULAR MARGARINE	KRAFTCO CORPORATION	KROGER PEANUT BUTTER	KROGER CO
KRAFT MIRACLE WHIP	KRAFTCO CORPORATION	KROGER PICKLES	KROGER CO
KRAFT MIRACLE WHIP SALAD DRESSING	KRAFTCO CORPORATION	KROGER PRESERVES	KROGER CO
KRAFT MIRACLE WHIP & BLUE DIAMOND AL	KRAFTCO CORPORATION	KROGER QUICK OATS	KROGER CO
KRAFT MIRACLE WHIP & DOLE BANANAS &	KRAFTCO CORPORATION	KROGER ROLLS	KROGER CO
KRAFT MIRACLE WHIPPED MARGARINE	KRAFTCO CORPORATION	KROGER SAUCE MIXES	KROGER CO
KRAFT PARKAY MARGARINES	KRAFTCO CORPORATION	KROGER SOUPS	KROGER CO
KRAFT PARKAY REGULAR MARGARINE	KRAFTCO CORPORATION	KROGER TEA BAGS	KROGER CO
KRAFT PARKAY SQUEEZE LIQUID MARGARIN	KRAFTCO CORPORATION	KROGER TUNA	KROGER CO
KRAFT PEANUT BUTTER	KRAFTCO CORPORATION	KROGER WHITE BREAD	KROGER CO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
KRONE CIGARETTES	BRITISH AMERICAN TOBACCO	LAMB'S FROZEN FRUIT TURNOVERS	AMFAC, INC
KRUG CHAMPAGNE	RAPID-AMERICAN CORPORATION	LAMB'S FROZEN ONION RINGS	AMFAC, INC
KRUN-CHEE CHEESE SNACKS	AMERICAN BRANDS INC	LANCE SNACKS	LANCE INC
KULOV VODKA	PUBLICKER INDUSTRIES INC	LANCERS BRANDY	HEUBLEIN INC
KUNER'S CHILI BEANS	STOKELY-VAN CAMP INC	LANCERS WINE	HEUBLEIN INC
KUNER'S PICKLES	STOKELY-VAN CAMP INC	LANCHEE PEANUT BUTTER FILLED CRACKER	LANCE INC
KUNER'S SAUERKRAUT	STOKELY-VAN CAMP INC	LAND O LAKES BUTTER	LAND O' LAKES
KUNER'S SWEET PEAS	STOKELY-VAN CAMP INC	LAND O LAKES BUTTER PREMIUM OFFER	LAND O' LAKES
KUNER'S TOMATO SAUCE	STOKELY-VAN CAMP INC	LAND O LAKES BUTTER SWEEPSTAKES	LAND O' LAKES
K-2 FILTER CIGARETTES	PHILLIP MORRIS INCORPORATE	LAND O LAKES COTTAGE CHEESE	LAND O' LAKES
		LAND O LAKES DAIRY PRODUCTS	LAND O' LAKES
		LAND O LAKES ICE CREAM	LAND O' LAKES
		LAND O LAKES MARGARINE	LAND O' LAKES
		LAND O LAKES MILK	LAND O' LAKES
		LAND O LAKES POULTRY	LAND O' LAKES
		LAND O LAKES-FELCO CO-OP	LAND O' LAKES
		LANDSHIRE FOOD PRODUCTS	KREY PACKING CO
		LANGLO'S-CHATEAU WINES	STANDARD BRANDS
		LANGS SCOTCH	LIGGET & MYERS INCORPORATE
		LARK CIGARETTES	LIGGET & MYERS INCORPORATE
		LARK EXTRA LONG CIGARETTES	LIGGET & MYERS INCORPORATE
		LAROSA PASTA	STANDARD BRANDS
		LATZ PET FOODS	RALSTON PURINA
		LAUDER'S SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
		LAUDER'S SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
		LAURA SCUDDER'S CORN CHIPS	PET INCORPORATED
		LAURA SCUDDER'S PEANUT BUTTER	PET INCORPORATED
		LAURA SCUDDER'S POQUITOS CHIPS	PET INCORPORATED
		LAURA SCUDDER'S POTATO CHIPS	PET INCORPORATED
		LAURENT PERRIER CHAMPAGNE	NATIONAL DISTILLERS AND CH
		LAWSON'S MEATS	UNILEVER
		LAWSON'S DAIRY AND BAKERY PRODUCTS	CONSOLIDATED FOODS CORPORA
		LAYS POTATO CHIPS	PEPSICO INC
		LE GOUT CANNED GRAVIES & SAUCES	KELLOGG COMPANY
		LE GOUT CONDENSED SOUPS	KELLOGG COMPANY
		LE GOUT GELATIN DESSERTS	KELLOGG COMPANY
		LE GOUT PUDDINGS & PIE FILLINGS	KELLOGG COMPANY
		LE GOUT SOUP BASES	KELLOGG COMPANY
		LE PINARD FRENCH WINES	RECKITT & COLEMAN LTD
		LE SUEUR CANNED VEGETABLES	GREEN GIANT COMPANY
		LE SUEUR FROZEN VEGETABLES	GREEN GIANT COMPANY
		LE SUEUR FROZEN VEGETABLES IN SAUCES	GREEN GIANT COMPANY
		LEA & PERRINS CHICKEN SECRET COOKING	IMPERIAL GROUP LIMITED
		LEA & PERRINS WORCESTERSHIRE SAUCE	IMPERIAL GROUP LIMITED
		LEACOCK MADEIRAS WINES	STANDARD BRANDS
		LEAN STRIPS PROTEIN PRODUCT	GENERAL FOODS CORPORATION
		LECOL FRUIT DRINKS	CARNATION COMPANY
		LEGAL COFFEE	GENERAL FOODS CORPORATION
		LEIBCHEN WINE	E & J GALLO WINERY
		LEJON VERMOUTH	HEUBLEIN INC
		LEMON HART JAMAICA RUM	STANDARD BRANDS
		LEON BEYER ALSATIAN WINES	SEAGRAM COMPANY LTD
		LEON BEYER ALSATIAN WINES	SEAGRAM COMPANY LTD
		LEROUX CORDIALS & LIQUEURS	SEAGRAM COMPANY LTD
		LEROUX CORDIALS & LIQUEURS	SEAGRAM COMPANY LTD
L T BROWN 120S FILTER CIGARETTES REG	LOEWS CORPORATION		
LA CHOY CANNED CHOW MEIN	BEATRICE FOODS CO		
LA CHOY CHINESE FOOD PRODUCTS	BEATRICE FOODS CO		
LA CHOY FROZEN CHOW MEIN	BEATRICE FOODS CO		
LA CHOY FROZEN DINNERS	BEATRICE FOODS CO		
LA CHOY FROZEN EGG ROLL	BEATRICE FOODS CO		
LA CHOY SKILLET DINNERS	BEATRICE FOODS CO		
LA CHOY SOY SAUCE	BEATRICE FOODS CO		
LA CHOY VEGETABLES	BEATRICE FOODS CO		
LA CONGA RUM	PUBLICKER INDUSTRIES INC		
LA CORONA CIGARS	AMERICAN BRANDS INC		
LA INDIA CHOCOLATE CANDIES	GENERAL FOODS CORPORATION		
LA MAISON DU CAFE COFFEE	STANDARD BRANDS		
LA MANCHA CIGARS	GULF & WESTERN INDUSTRIES		
LA PALINA CIGARS	GULF & WESTERN INDUSTRIES		
LA PINA FLOUR	GENERAL MILLS INC		
LA PIZZERIA FROZEN PIZZAS	H J HEINZ COMPANY		
LA ROZA BISCUITS	NESTLE ALIMENTANA S A		
LA SANTE CHEESE	KRAFTCO CORPORATION		
LAB-16 OAT FLOUR	LIGGET & MYERS INCORPORATE		
LADDIE BOY PET FOOD	NATIONAL CAN CORP		
LADY BORDEN ICE CREAM	BORDEN INC		
LADY BORDEN ICE CREAM	BORDEN INC		
LADY RICHMOND ICE CREAM	BEATRICE FOODS CO		
LAGENDORF BREAD	AMERICAN BAKERIES COMPANY		
LAGENDORF CAKES	AMERICAN BAKERIES COMPANY		
LAGENDORF COOKIES	AMERICAN BAKERIES COMPANY		
LAGENDORF ROLLS	AMERICAN BAKERIES COMPANY		
LAGOSTA ROSE WINE	LIGGET & MYERS INCORPORATE		
LAIRD'S APPLE JACK	HIRAM WALKER-GOODERHAM & W		
LAKESHORE BUTTER	LAND O' LAKES		
LAKESHORE CHEESE-AMERICAN	LAND O' LAKES		
LAKESHORE CHEESE-NATURAL	LAND O' LAKES		
LAKESHORE CONDENSED MILK	LAND O' LAKES		
LAKESHORE COTTAGE CHEESE	LAND O' LAKES		
LAKESHORE ICE CREAM PRODUCTS	LAND O' LAKES		
LAKESHORE MARGARINE	LAND O' LAKES		
LAKESHORE MILK	LAND O' LAKES		
LAKESHORE SOUR CREAM	LAND O' LAKES		
LAKESHORE YOGURT	LAND O' LAKES		
LAMBERT & RUTLER INTERNATIONAL CIGAR	IMPERIAL GROUP LIMITED		
LAMB-WESTON GENERAL PROMOTION	AMFAC, INC		
LAMB'S FROZEN FRENCH FRIED POTATOES	AMFAC, INC		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
LES GRANDES CAVES DE ST. ROEIN BORDE	RECKITT & COLEMAN LTD	LITE BEER	PHILLIP MORRIS INCORPORATE
LEV-U-DEX CORN SYRUP	STANDARD BRANDS	LITE-LINE YOGURT	BORDEN INC
LEWIS CANDY	GULF & WESTERN INDUSTRIES	LITORAL CANNED FOODS	CARNATION COMPANY
LIBBYLAND ADVENTURE FROZEN DINNER	NESTLE ALIMENTANA S A	LITTLE FRISKIES DRY CAT FOOD	CARNATION COMPANY
LIBBYS BUTTER-COOKED VEGETABLES	NESTLE ALIMENTANA S A	LITTLE FRISKIES KITTEN FOOD	CARNATION COMPANY
LIBBYS CANNED ALPHA GETTIS	NESTLE ALIMENTANA S A	LIV-A SNAPS PET FOOD TREATS	LIGGET & MYERS INCORPORATE
LIBBYS CANNED FRUIT FLOAT DESSERT	NESTLE ALIMENTANA S A	LLOYD'S IMPORTED ENGLISH GIN	STANDARD BRANDS
LIBBYS CANNED FRUITS	NESTLE ALIMENTANA S A	LOFT'S CANDIES	SOUTHLAND CORPORATION
LIBBYS CANNED HASH	NESTLE ALIMENTANA S A	LOFT'S CHOCOLATES	SOUTHLAND CORPORATION
LIBBYS CANNED SPAGHETTI	NESTLE ALIMENTANA S A	LOG CABIN SYRUPS	GENERAL FOODS CORPORATION
LIBBYS CANNED STEWS	NESTLE ALIMENTANA S A	LOGAN DELUXE WHISKY	SEAGRAM COMPANY LTD
LIBBYS CANNED VEGETABLES	NESTLE ALIMENTANA S A	LOGAN DELUXE WHISKY	SEAGRAM COMPANY LTD
LIBBYS CANNED VIENNA SAUSAGE	NESTLE ALIMENTANA S A	LONDON DOCK TOBACCO	GENERAL CIGAR COMPANY
LIBBYS FOODS	NESTLE ALIMENTANA S A	LONEYS SOUP BASES	IMASCO LTD
LIBBYS JUICES-UNSPECIFIED	NESTLE ALIMENTANA S A	LONG JOHNS 120S FILTER CIGARETTES	AMERICAN BRANDS INC
LIBBYS SPREAD N HEAT PIZZA	NESTLE ALIMENTANA S A	LONG JOHNS 120S MENTHOL & FILTER CIG	AMERICAN BRANDS INC
LIBBYS TOMATO JUICE	NESTLE ALIMENTANA S A	LONG LIFE CAKES	UNITED BISCUITS LTD (KEEBL
LIBERTY CHERRIES	BEATRICE FOODS CO	LOUIS PET FOOD	CARNATION COMPANY
LIBERTY EVAPORATED MILK	CARNATION COMPANY	LORILLARD MULTI-PRODUCT ADVERTISING	LOEWS CORPORATION
LIGRE RUM	STANDARD BRANDS	LORNA DOONE SHORTBREAD	NABISCO INC
LIEDERKRANZ CHEESE	BORDEN INC	LUTUS FLOWER WINE	GLENMORE DISTILLERS CO
LIFE CEREAL	QUAKER OATS COMPANY	LOUIS BARRAULT LOIRE WINES	RECKITT & COLEMAN LTD
LIFE SAVERS CANDY	SQUIBB CORPORATION	LOUIS SHERRY ICE CREAM	BEATRICE FOODS CO
LIFE SAVERS CHEWING GUM	SQUIBB CORPORATION	LOVERA CIGARS	GULF & WESTERN INDUSTRIES
LIFE SAVERS LOLLIPOPS	SQUIBB CORPORATION	LOWE POPSICLES	CONSOLIDATED FOODS CORPORA
LIGGET & MYERS CHEWING TOBACCOS	LIGGET & MYERS INCORPORATE	LOWENBRAU MUENCHEN BEER	PHILLIP MORRIS INCORPORATE
LIGGET & MYERS MULTI-PRODUCT ADV	LIGGET & MYERS INCORPORATE	LOWNEY CANDY	STANDARD BRANDS
LIGHT BLEND IMPERIAL MARGARINE	UNILEVER	LSS FEED ADDITIVE	ABBOTT LABORATORIES
LIGHT WHEAT BREAD	INTERSTATE BRANDS CORPORAT	LUCERNE BUTTER	SAFEWAY STORES INCORPORATE
LIGHTS POTATO CHIPS	BORDEN INC	LUCERNE COTTAGE CHEESE	SAFEWAY STORES INCORPORATE
LILLET LIQUEURS	RAPID-AMERICAN CORPORATION	LUCERNE EGGS	SAFEWAY STORES INCORPORATE
LILY MARLENE LIEBFRAUMILCH	STANDARD BRANDS	LUCERNE ICE CREAM	SAFEWAY STORES INCORPORATE
LIL'LOAF SNACK STICKS	NABISCO INC	LUCERNE MILK	SAFEWAY STORES INCORPORATE
LINDEMAN WINES	PHILLIP MORRIS INCORPORATE	LUCERNE NONFAT DRY MILK	SAFEWAY STORES INCORPORATE
LINI LAMBRUSCO WINES	SEAGRAM COMPANY LTD	LUCKY CHARMS CEREAL	GENERAL MILLS INC
LINI LAMBRUSCO WINES	SEAGRAM COMPANY LTD	LUCKY FILTERS 100S	AMERICAN BRANDS INC
LINKS CORN AND SORGHUM SEEDS	INTERNATIONAL MULTIFOODS C	LUCKY STRIKE TUNA	C H B FOODS INC
LIN-CAN FOOD PRODUCTS	DEL MONTE CORPORATION	LUCKY WHIP AERATED DESSERT TOPPING	UNILEVER
LION BAKING PRODUCTS	STANDARD BRANDS	LUCK'S CANNED BEANS WITH BEEF	AMERICAN HOME PRODUCTS COR
LIPTON CANNED ICED TEA	UNILEVER	LUCK'S CANNED BEANS WITH ONIONS	AMERICAN HOME PRODUCTS COR
LIPTON COUNTRY KITCHEN SOUP MIXES	UNILEVER	LUCK'S CANNED CHILI	AMERICAN HOME PRODUCTS COR
LIPTON CUP-A-SOUP INSTANT SOUP MIX	UNILEVER	LUCK'S CANNED VEGETABLES	AMERICAN HOME PRODUCTS COR
LIPTON CUP-A-SOUP & SOUP MIXES	UNILEVER	LUMBERJACK MEATS	KANE-MILLER CORP
LIPTON FOOD PRODUCTS	UNILEVER	LUNA CHEESE	ANDERSON, CLAYTON & CO
LIPTON ICED TEA	SOUTHDOWN, INC	LUNCH LINE FROZEN COOKIE DOUGH	H J HEINZ COMPANY
LIPTON ICED TEA MIX	UNILEVER	LUTER GENUINE SMITHFIELD HAM	SMITHFIELD FOODS INC
LIPTON INSTANT TEA	UNILEVER	LYNDEN NOODLE CHICKEN DINNER	AGWAY INC
LIPTON INSTANT TEA & ICED TEA MIX	UNILEVER	LYONS MAID ICE CREAM	J LYONS & CO LTD
LIPTON INSTANT & LOW CALORIE ICED TE	UNILEVER	LYONS SOFT DRINKS	J LYONS & CO LTD
LIPTON LOW CALORIE ICED TEA MIX	UNILEVER	L&M KING CIGARETTES	LIGGET & MYERS INCORPORATE
LIPTON MAKE-A-BETTER BURGER	UNILEVER	L&M MENTHOL CIGARETTES	LIGGET & MYERS INCORPORATE
LIPTON REGULAR & INSTANT TEA	UNILEVER	L&M SUPER KING CIGARETTES	LIGGET & MYERS INCORPORATE
LIPTON REGULAR & INSTANT TEA & ICED	UNILEVER		
LIPTON SOUP MIXES	UNILEVER		
LIPTON TEA BAGS	UNILEVER		

M & MS CANDIES

MARS INC

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
M & M'S CANDIES PREMIUM OFFER	MARS INC	MARLBORO MULTIPRODUCT ADVERTISING	PHILLIP MORRIS INCORPORATE
M & M/M&M'S CANDIES PREMIUM OFFER	MARS INC	MARNIER LAPOSTOLLE VSOP COGNAC	LIGGET & MYERS INCORPORATE
MACANUDO CIGARS	GENERAL CIGAR COMPANY	MARGUES DEL LAGER WINES	BROWN-FOREMAN DISTILLERS C
MACARTHURS SCOTCH WHISKY	PUBLICKER INDUSTRIES INC	MARQUIS CIGARS	GENERAL CIGAR COMPANY
MACFARLANE BOXED CHOCOLATE	RIVIANA FOODS INC	MARQUISAT WINE	NATIONAL DISTILLERS AND CH
MACNAUGHTON CANADIAN WHISKY	RAPIL-AMERICAN CORPORATION	MARS ALMOND CANDY BAR	MARS INC
MAGNISH V L WHISKY	HIRAM WALKER-GOODERHAM & W	MARS CANDY BAR	MARS INC
MADEIRA GOLD CHEWING TOBACCO	R J REYNOLDS INDUSTRIES IN	MARTELL COGNAC BRANDY	BROWN-FOREMAN DISTILLERS C
MADRIA-MADRIA SANGRIA	E M J GALLO WINERY	MARTHA GOOCH BAKING MIXES	ARCHER-DANIELS-MIDLAND COM
MAGGI BOUILLON CUBES	NESTLE ALIMENTANA S A	MARTHA GOOCH PACKAGED DINNERS	ARCHER-DANIELS-MIDLAND COM
MAGGI INSTANT BOUILLON	NESTLE ALIMENTANA S A	MARTHA GOOCH PASTA PRODUCTS	ARCHER-DANIELS-MIDLAND COM
MAGGI SEASONINGS	NESTLE ALIMENTANA S A	MARTHA WHITE CORN MEAL	BEATRICE FOODS CO
MAGIC BAKING POWDER	STANDARD BRANDS	MARTHA WHITE FLOUR	BEATRICE FOODS CO
MAGIC PUFFS CEREAL	GENERAL MILLS INC	MARTHA WHITE MIXES	BEATRICE FOODS CO
MAHATMA RICE	RIVIANA FOODS INC	MARTHA WHITE MULTIPRODUCT ADVERTISIN	BEATRICE FOODS CO
MAHATMA RICE/SEASONING MIX	RIVIANA FOODS INC	MARTINSUN MR.AUTOMATIC COFFEE	J LYONS & CO LTD
MAIL POUCH CHEWING TOBACCO	GENERAL CIGAR COMPANY	MARTINSON REGULAR COFFEE	J LYONS & CO LTD
MAIZENA CORN STARCH	CFC INTERNATIONAL INC	MARTIN'S VVO SCOTCH WHISKY	FOREMOST-MCKESSON INC
MAKE-A-SHAKE SHAKES	BEATRICE FOODS CO	MARVEL BAKERY PRODUCTS	GREAT ATLANTIC AND PACIFIC
MALABAR CHEWING GUM	GENERAL FOODS CORPORATION	MARVEL CANDY	GREAT ATLANTIC AND PACIFIC
MALLO CUP CHOCOLATE COV CUP CANDIES	AMERICAN MAIZE-PRODUCTS CO	MARVEL CANNED BEANS	GREAT ATLANTIC AND PACIFIC
MALT DUCKMALT LIQUOR	ROTHMANS OF WALL MALL CANA	MARVEL CATSUP	GREAT ATLANTIC AND PACIFIC
MALT PEANUT BUTTER FILLED CRACKERS	LANCE INC	MARVEL COFFEE	GREAT ATLANTIC AND PACIFIC
MALTA SCHAEFER BEER	F & M SCHAEFER CORPORATION	MARVEL DOG FOOD	GREAT ATLANTIC AND PACIFIC
MANANITA BEVERAGE MIX	GENERAL FOODS CORPORATION	MARVEL JELLIES & JAMS	GREAT ATLANTIC AND PACIFIC
MANDARINE NAPOLEON	MORTON SIMON, INC	MARVEL MACARONI PRODUCTS	GREAT ATLANTIC AND PACIFIC
MANIKIN LITTLE CIGARS	AMERICAN BRANDS INC	MARVEL MILK PRODUCTS	GREAT ATLANTIC AND PACIFIC
MANUR BAKERY PRODUCTS	CAMPBELL TAGGART INC	MARY KITCHEN CANNED HASH	GREAT ATLANTIC AND PACIFIC
MAPLE LEAF CHEWING GUM	GENERAL FOODS CORPORATION	MARYLAND CLUB REGULAR COFFEE	COCA COLA CO
MAPLE RIVER MEATS	FARMLAND INDUSTRIES INC	MAR-KES FROZEN FOODS	RIVIANA FOODS INC
MARACA RUM	HIRAM WALKER-GOODERHAM & W	MAS TRIGO FLOUR MIX	QUAKER OATS COMPANY
MARASCHINO CHERRIES	RIVIANA FOODS INC	MASI WINES	GLENMORE DISTILLERS CO
MARATHON CANDY BAR	MARS INC	MASONS ROOT BEER	PEPSICO INC
MARCUS NALLEY DEEP BARREL DILLS	AGWAY INC	MASQUER IMPORTED VODKA	GLENMORE DISTILLERS CO
MARCUS NALLEY SWEET CRISPS	AGWAY INC	MASTER MCGRATH DOG FOOD	GENERAL FOODS CORPORATION
MARDI GRAS WINE	SEAGRAM COMPANY LTD	MASTER MIX FEEDS	CENTRAL SOYA
MARDI GRAS WINE	SEAGRAM COMPANY LTD	MASTERPIECE SMOKING TOBACCO	LIGGET & MYERS INCORPORATE
MAKE'N FOAL HORSE FEED	AGWAY INC	MATADOR TEQUILA	HEUBLEIN INC
MARGARITA COCKTAILS	AMERICAN BRANDS INC	MATEUS WINE	RAPID-AMERICAN CORPORATION
MARIGOLD COTTAGE CHEESE	WARD FOODS INC	MATINEE SPECIAL FILTER CIGARETTE	IMASCO LTD
MARIGOLD DAIRY PRODUCTS	WARD FOODS INC	MATTINGLY & MOORE BOURBON WHISKEY	SEAGRAM COMPANY LTD
MARIGOLD DIPS	WARD FOODS INC	MATTINGLY & MOORE BOURBON WHISKEY	SEAGRAM COMPANY LTD
MARIGOLD ICE CREAM	WARD FOODS INC	MAX FILTER & MENTHOL 120S CIGARETTES	LOEWS CORPORATION
MARIGOLD MILK	WARD FOODS INC	MAXIM COFFEE	GENERAL FOODS CORPORATION
MARIGOLD YOGURT	WARD FOODS INC	MAXIM FREEZE-DRIED COFFEE	GENERAL FOODS CORPORATION
MARIN NON DAIRY CREAMER	GENERAL FOODS CORPORATION	MAXIM FREEZE-DRIED COFFEE	GENERAL FOODS CORPORATION
MARIO'S CLIVES	BEATRICE FOODS CO	MAXIM FREEZE-DRIED INSTANT COFFEE	GENERAL FOODS CORPORATION
MARISA ICE CREAM	BEATRICE FOODS CO	MAXWELL HOUSE COFFEE	GENERAL FOODS CORPORATION
MARK TEN CIGARETTES	PHILLIP MORRIS INCORPORATE	MAXWELL HOUSE COFFEE	GENERAL FOODS CORPORATION
MARKET BASKET EGGS	KROGER CO	MAXWELL HOUSE ELECTRA PERK COFFEE	GENERAL FOODS CORPORATION
MARKET STYLE BAKED LEEF	KEPXL CORPORATION	MAXWELL HOUSE INSTANT COFFEE	GENERAL FOODS CORPORATION
MARLBORO CIGARETTES	PHILLIP MORRIS INCORPORATE	MAXWELL HOUSE REGULAR COFFEE	GENERAL FOODS CORPORATION
MARLBORO CIGARETTES	PHILLIP MORRIS INCORPORATE	MAX-PAX GROUND COFFEE & ELECTRA PERK	GENERAL FOODS CORPORATION
MARLBORO FILTER CIGARETTES	PHILLIP MORRIS INCORPORATE	MAY WEST SNACK CAKES	GEORGE WESTON
MARLBORO LIGHT FILTER CIGARETTES	PHILLIP MORRIS INCORPORATE	MAYFAIR ENGLISH STYLE ASSORTMENT	NABISCO INC

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
MAYROSE FACON	ESMARK INC	METAXA LIQUEUR	LIGGET & MYERS INCORPORATE
MAYROSE HAM	ESMARK INC	METAXA CUZO	LIGGET & MYERS INCORPORATE
MAYROSE MEAT PRODUCTS	ESMARK INC	MICH VII BEER	ANHEUSER-BUSCH INCORPORATE
MAYROSE SAUSAGE	ESMARK INC	MICHELON BEER	ANHEUSER-BUSCH INCORPORATE
MAY-BUD CHEESES	ANDERSON, CLAYTON & CO	MICKEY BAKERY PRODUCTS	AMERICAN BAKERIES COMPANY
MAZOLA CORN OIL	CPC INTERNATIONAL INC	MICKEY SNACK LAKES	AMERICAN BAKERIES COMPANY
MAZOLA MARGARINES	CPC INTERNATIONAL INC	MID AMERICA FARMS BUTTER	MID AMERICA DAIRYMEN INC
MAZOLA NO-STICK D.Y FRY	CPC INTERNATIONAL INC	MID AMERICA FARMS CHEESE	MID AMERICA DAIRYMEN INC
MBPAL GREEN LABEL CORNED BEEF	MBPXL CORPORATION	MID AMERICA FARMS DRY MILK	MID AMERICA DAIRYMEN INC
MET INSTANT BROTH	RIVIANA FOODS INC	MID AMERICA FARMS MILK	MID AMERICA DAIRYMEN INC
MCCADAM CHEDDAR CHEESE	DEAN FOODS COMPANY	MIDWEST FARMS DAIRY PRODUCTS	SOUTHLAND CORPORATION
MCCORMICK DRESSINGS	MCCORMICK & COMPANY INC	MIDWEST FARMS ICE CREAM	SOUTHLAND CORPORATION
MCCORMICK FLAVORING PRODUCTS	MCCORMICK & COMPANY INC	MIDWEST FARMS MILK	SOUTHLAND CORPORATION
MCCORMICK PRODUCTS	MCCORMICK & COMPANY INC	MIGHTY DOG DOG FOOD	CARNATION COMPANY
MCCORMICK SPECIALTY FOODS	MCCORMICK & COMPANY INC	MIGHTY MINTS CANDY	SQUIBB CORPORATION
MCEVER MEAT PRODUCTS	GOLD KIST INC	MIGHTY ORANGE COTTAGE CHEESE	FAIRMONT FOODS COMPANY
MCKENZIE'S FROZEN FOODS	SPRINGS MILLS, INC	MIGHTY ORANGE FLUID MILK	FAIRMONT FOODS COMPANY
MCMASTERS CANADIAN WHISKY	HEUBLEIN INC	MIGHTY ORANGE FRUIT DRINKS	FAIRMONT FOODS COMPANY
MCMASTERS SCOTCH WHISKY	HEUBLEIN INC	MIGHTY ORANGE ICE CREAM	FAIRMONT FOODS COMPANY
MCMASTERS WHISKEY	HEUBLEIN INC	MIGHTY ORANGE YOGURT	FAIRMONT FOODS COMPANY
MCVITIES CAKES	UNITED BISCUITS LTD (KEEBL	MILFORD WILD BIRD FOOD	INTERNATIONAL MULTIFOODS C
MCVITIES DIGESTIVE BISCUIT MIX	UNITED BISCUITS LTD (KEEBL	MILK SHAKE CANDY BARS	CONSOLIDATED FOODS CORPORA
MCVITIES JAFFA CAKES	UNITED BISCUITS LTD (KEEBL	MILKMAN INSTANT DRY MILK	FOREMOST-MCKESSON INC
MCVITIES MACAROONS	UNITED BISCUITS LTD (KEEBL	MILKY BAR WHITE CHOCOLATE	NESTLE ALIMENTANA S A
MCVITIES MALT LOAF CAKE	UNITED BISCUITS LTD (KEEBL	MILKY WAY CANDY BARS	MARS INC
MCVITIES RICH TEA BISCUITS	UNITED BISCUITS LTD (KEEBL	MILK-BONE BAKER TOMS BAKED CAT DINNE	NABISCO INC
MD 20 20 WINES	COCA-COLA BOTTLING COMPANY	MILK-BONE DOG BISCUITS	NABISCO INC
MEADOW GOLD CHEESE CAKE CUPS	BEATRICE FOODS CO	MILK-BONE DOG BISCUITS	NABISCO INC
MEADOW GOLD COTTAGE CHEESE	BEATRICE FOODS CO	MILK-BONE DOG TREATS	NABISCO INC
MEADOW GOLD DAIRY PRODUCTS	BEATRICE FOODS CO	MILK-BONE PUPPY BISCUITS	NABISCO INC
MEADOW GOLD EGG NOG	BEATRICE FOODS CO	MILK-BONE TASTY TWOSOME DRY CAT FOOD	NABISCO INC
MEADOW GOLD FRUIT JUICE	BEATRICE FOODS CO	MILLBROOK BREAD	INTERSTATE BRANDS CORPORAT
MEADOW GOLD ICE CREAM	BEATRICE FOODS CO	MILLER HIGH LIFE ALE	PHILLIP MORRIS INCORPORATE
MEADOW GOLD MILK	BEATRICE FOODS CO	MILLER HIGH LIFE BEER	PHILLIP MORRIS INCORPORATE
MEADOW GOLD VIVA DAIRY PRODUCTS	BEATRICE FOODS CO	MILLER HIGH LIFE MALT LIQUOR	PHILLIP MORRIS INCORPORATE
MEADOW GOLD YOGURT	BEATRICE FOODS CO	MILK CHOCOLATE DRINK	NESTLE ALIMENTANA S A
MEAT & MORE MEAT EXTENDER	GENERAL MILLS INC	MILSHIRE GIN	HEUBLEIN INC
MEDAGLIA D'ORO ESPRESSO COFFEE	AMERICAN MAIZE-PRODUCTS CO	MILWAUKEE'S BEST BEER	PHILLIP MORRIS INCORPORATE
MEDAGLIA D'ORO REGULAR COFFEE	AMERICAN MAIZE-PRODUCTS CO	MINALBA MINERAL WATER	NESTLE ALIMENTANA S A
MEINERZ ITALIAN CHEESE	BEATRICE FOODS CO	MINCE SAVOUR MEAT ENHANCER	NESTLE ALIMENTANA S A
MEISTER BRAU BEER	PHILLIP MORRIS INCORPORATE	MINI RAVIOLI	AMERICAN HOME PRODUCTS COR
MEISTER BRAU LITE BEER	PHILLIP MORRIS INCORPORATE	MINIT RICE INSTANT RICE	GENERAL FOODS CORPORATION
MELINI CHIANTI	NESTLE ALIMENTANA S A	MINI-MEAL SINGLE SERVINGS	NABISCO INC
MELLOWLEAF TOBACCO CURING SUGAR	AMSTAR CORPORATION	MINUTE MAID FROZEN ADES	COCA COLA CO
MELROSE RARE BLENDED WHISKY	RAPID-AMERICAN CORPORATION	MINUTE MAID FROZEN FRUIT JUICES	COCA COLA CO
MELVILLE BULK CANDIES	STANDARD BRANDS	MINUTE MAID FROZEN LEMON JUICE	COCA COLA CO
MENCER CIGARETTES	R J REYNOLDS INDUSTRIES IN	MINUTE MAID FROZEN ORANGE JUICE	COCA COLA CO
MER SOFT DRINKS	UNILEVER	MINUTE MAID ORANGE JUICE	COCA COLA CO
MERICO REFRIGERATED DOUGH PRODUCTS	CAMPBELL TAGGART INC	MINUTE RICE	GENERAL FOODS CORPORATION
MERIT LOW TAR CIGARETTES	PHILLIP MORRIS INCORPORATE	MINUTE RICE INSTANT RICE	GENERAL FOODS CORPORATION
MERIT MEATS	CLOVER INC	MINUTE RICE & CAMPBELLS CHUNKY CANNE	GENERAL FOODS CORPORATION
MERITA BAKERY PRODUCTS	FLOWERS INDUSTRIES, INC	MIRACOLI MACARONI DINNER	KRAFTCO CORPORATION
MERITA BREAD	AMERICAN BAKERIES COMPANY	MIRA-TEX TEXTURED VEGETABLE PROTEIN	A E STALEY MANUFACTURING C
MERITA FRESH BAKERY PRODUCTS	AMERICAN BAKERIES COMPANY	MIRINDA ORANGE FLAVORED DRINK	PEPSICO INC
MERRIMINTS	CONSOLIDATED FOODS CORPORA	MISS WISCONSIN CHEESE	GREYHOUND CORPORATION

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
MISSION BEVERAGES	NATIONAL INDUSTRIES INC	MORTON RUST-RAZE WATER TREATMENT	MORTON-NORWICH PRODUCTS, I
MISSOURI BRAND BORED BEEF	MBPXL CORPORATION	MORTON RUST-ROUT WATER TREATMENT	MORTON-NORWICH PRODUCTS, I
MISTALA POSE WINE	HIRAH WALKER-GOODERHAM & W	MORTON SAFE-T-SALT HIGHWAY	MORTON-NORWICH PRODUCTS, I
MIATUKE NO 79 PIPE TOBACCO	GULF & WESTERN INDUSTRIES	MORTON SALT	MORTON-NORWICH PRODUCTS, I
MIYACO FILTER CIGARETTES	PHILLIP MORRIS INCORPORATE	MORTON SALT SUBSTITUTE	MORTON-NORWICH PRODUCTS, I
MOGEN DAVID WINES	COCA-COLA BOTTLING COMPANY	MORTON SALT & PEPPER SHAKERS	MORTON-NORWICH PRODUCTS, I
MOGOLD DRIED EGGS SOLIDS	AMERICAN BAKERIES COMPANY	MORTON SEASONED SALT SUBSTITUTE	MORTON-NORWICH PRODUCTS, I
MOHAWK LIQUORS	FOREMOST-MCKESSON INC	MORTON STAR FLAKE DENERITIC SALT	MORTON-NORWICH PRODUCTS, I
MOILLARD WINES	LIGGET & MYERS INCORPORATE	MORTON STAR FLAKE VIT FORT BAKERS SA	MORTON-NORWICH PRODUCTS, I
MOIKS POT OF GOLD CHOCOLATES	STANDARD BRANDS	MORTON SUPER PELLETS WATER TREATMENT	MORTON-NORWICH PRODUCTS, I
MOLASSES PROTEIN SUPPLEMENT	IMPERIAL SUGAR COMPANY	MORTON TOMATO CANNING TABLETS	MORTON-NORWICH PRODUCTS, I
MONARCH CANNED FRUITS AND VEGETABLES	CONSOLIDATED FOODS CORPORA	MORTON WHITE CRYSTAL WATER TREATMENT	MORTON-NORWICH PRODUCTS, I
MONARCH MARGARINE	UNILEVER	MORTONS BREAKFAST CAKES & BUNS	INTERNATIONAL TELEPHONE AN
MONARK DRIED EGGS SOLIDS	AMERICAN BAKERIES COMPANY	MORTONS CORN CHIPS	GENERAL MILLS INC
MONENSIN BEEF FEED ADDITIVE	AGWAY INC	MORTONS POTATO CHIPS	GENERAL MILLS INC
MONFORT BEEF CARCASSES	MONFORT OF COLORADO INC	MORTONS TORTILLA CHIPS	GENERAL MILLS INC
MONFORT BEEF HIDES	MONFORT OF COLORADO INC	MORTON'S OF OMAHA CURED BEEF	MBPXL CORPORATION
MONFORT FABRICATED CUTS & PORTIONS	MONFORT OF COLORADO INC	MUP-WHIP FROZEN EGG WHITES	LAND O' LAKES
MONFORT GROUND BEEF & PATTIES	MONFORT OF COLORADO INC	MUSKOVSKAVA VODKA	PUBLICKER INDUSTRIES INC
MONFORT LAMB CARCASSES	MONFORT OF COLORADO INC	MOTHER HUBBARD FLOUR	HUBBARD MILLING COMPANY
MONFORT LAMB CUTS	MONFORT OF COLORADO INC	MOTHERS BEST CORN MEAL	CONAGRA INC
MONFORT LAMB HIDES	MONFORT OF COLORADO INC	MOTHERS BEST FLOUR	CONAGRA INC
MONFORT OFFAL PRODUCTS	MONFORT OF COLORADO INC	MUTTS APPLE SAUCE	AMERICAN BRANDS INC
MONFORT PET FOOD MEAT	MONFORT OF COLORADO INC	MUTTS JUICE DRINKS	AMERICAN BRANDS INC
MONFORT TALLOW	MONFORT OF COLORADO INC	MUTTS NUTRIMATO TOMATO COCKTAIL	AMERICAN BRANDS INC
MONKE COFFEE	GENERAL FOODS CORPORATION	MUTTS PRUNE JUICE	AMERICAN BRANDS INC
MONTECRUZ CIGARS	GULF & WESTERN INDUSTRIES	MOUNT CAY RUM	FOREMOST-MCKESSON INC
MONTEREY FRESH MUSHROOMS	AMFAC, INC	MOUNTAIN DEW BEVERAGE	PEPSICO INC
MONTESQUIOU ARMAGNAC	STANDARD BRANDS	MOUNTAIN PASS FOOD	PET INCORPORATED
MONTEX DRIED EGGS SOLIDS	AMERICAN BAKERIES COMPANY	MOUGUIN PRANDY	LIGGET & MYERS INCORPORATE
MONTGOMERY CALVADOS	STANDARD BRANDS	MOUSSE TOPPINGS	BEATRICE FOODS CO
MORE 120S FILTER CIGARETTES REGULAR	R J REYNOLDS INDUSTRIES IN	MOSSECC SPARKLING WINES	RECKITT & COLEMAN LTD
MORNING EVAPORATED MILK	CARNATION COMPANY	MR BOSTON'S GIN	GLENMORE DISTILLERS CO
MORRELL PRIDE BACON	UNITED BRANDS	MR BOSTON'S RUM	GLENMORE DISTILLERS CO
MORRELL PRIDE LUNCHEON MEAT	UNITED BRANDS	MR BOSTON'S VODKA	GLENMOKE DISTILLERS CO
MORRELL PRIDE WIENERS	UNITED BRANDS	MR GOODBAR CHOCOLATE EARS	HERSHEY FOODS CORPORATION
MORTON CALCIUM CHLORIDE SALT TABLETS	MORTON-NORWICH PRODUCTS, I	MR PIBB BEVERAGE	COCA COLA CO
MORTON CULINOX 999 FOOD PROCESSING S	MORTON-NORWICH PRODUCTS, I	MR PIBB DIET BEVERAGE	COCA COLA CO
MORTON FROZEN DANISH ROLLS	INTERNATIONAL TELEPHONE AN	MR WONDERFULL SURPRISE CEREAL	GENERAL MILLS INC
MORTON FROZEN DINNERS	INTERNATIONAL TELEPHONE AN	MRS BUMBYS POTATOE CHIPS	GENERAL MILLS INC
MORTON FROZEN DONUTS	INTERNATIONAL TELEPHONE AN	MKS BUTTERWORTHS SYRUP	UNILEVER
MORTON FROZEN FOODS	INTERNATIONAL TELEPHONE AN	MKS CUBBISONS DRESSINGS	PEPSICO INC
MORTON FROZEN MUFFIN ROUNDS	INTERNATIONAL TELEPHONE AN	MKS FILBERTS MARGARINES	CENTRAL SOYA
MORTON FROZEN PIES	INTERNATIONAL TELEPHONE AN	MKS FILBERTS PLUSMEAT	CENTRAL SOYA
MORTON HOUSE BAKED BEANS	UNILEVER	MKS FILBERTS REGULAR MARGARINE	CENTRAL SOYA
MORTON HOUSE CANNED MEATS	UNILEVER	MKS FILBERTS SOFT MARGARINE	CENTRAL SOYA
MORTON HOUSE CHILI	UNILEVER	MKS FILEBERTS SPREAD 25 MARGARINE SUB	CENTRAL SOYA
MORTON LITE SALT	MORTON-NORWICH PRODUCTS, I	MKS GRASS EGG NOODLES	HANSON TRUST (HYGRADE FOOD
MORTON MEAT CURING PRODUCTS	MORTON-NORWICH PRODUCTS, I	MKS GRASS SOUP MIXES	HANSON TRUST (HYGRADE FOOD
MORTON NATURE'S SEASONS SEASONING	MORTON-NORWICH PRODUCTS, I	MKS IHRIE'S SNACKS	AMERICAN BRANDS INC
MORTON GILFIELD SALT CHEMICAL PROCES	MORTON-NORWICH PRODUCTS, I	MKS KARLS BREAD	INTERSTATE BRANDS CORPORAT
MORTON PICKLING & CANNING SALT	MORTON-NORWICH PRODUCTS, I	MKS WEAVER CHEESE SPREAD	DEAN FOODS COMPANY
MORTON POPCORN SALT SHAKERS	MORTON-NORWICH PRODUCTS, I	MKS WEAVER CHICKEN SALAD	DEAN FOODS COMPANY
MORTON PUREX SALT CHEMICAL PROCLSSIN	MORTON-NORWICH PRODUCTS, I	MKS WEAVER COLD SLAW	DEAN FOODS COMPANY
MORTON RAINFRESH WATER TREATMENT	MORTON-NORWICH PRODUCTS, I	MKS WEAVER HAM SALAD	DEAN FOODS COMPANY

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
MRS WEAVER POTATO SALAD	DEAN FOODS COMPANY	NALLEYS HERB GARDEN DRESSING MIXES	AGWAY INC
MR. PIPE SOFT DRINK	ASSOCIATED COCA-COLA BOTTL	NALLEYS HORSE RADISH MUSTARD	AGWAY INC
MR. AND MRS. T BLOODY MARY MIX	AMERICAN BRANDS INC	NALLEYS HORSE RADISH SAUCE	AGWAY INC
MUFFETS CEREAL	GURKEP OATS COMPANY	NALLEYS LASAGNE	AGWAY INC
MULLER WINES	LIGGET & MYERS INCORPORATE	NALLEYS LUMBERJACK SYRUP	AGWAY INC
MUMM'S CHAMPAGNE	SEAGRAM COMPANY LTD	NALLEYS MACARONI SALAD	AGWAY INC
MURK'S CHAMPAGNE	SEAGRAM COMPANY LTD	NALLEYS MAYONADE	AGWAY INC
MUNCHOS POTATO CRISP SNACKS	PEPSICO INC	NALLEYS MAYONNAISE	AGWAY INC
MUNSON SHAW IMPORTED WINES	NATIONAL DISTILLERS AND CH	NALLEYS MERRY MIX	AGWAY INC
MURATTI AMBASADOR CIGARETTES	PHILLIP MORRIS INCORPORATE	NALLEYS MINI TACO SNACKS	AGWAY INC
MURIEL CIGARS	GULF & WESTERN INDUSTRIES	NALLEYS MULTIPRODUCT ADVERTISING	AGWAY INC
MURPHY'S IRISH WHISKY	LIGGET & MYERS INCORPORATE	NALLEYS MUSTARDS	AGWAY INC
MURRAY'S ICE CREAM	BEATRICE FOODS CO	NALLEYS PICKLES BANQUET DILL	AGWAY INC
MUSSELMAN'S PASTRY AND PIE FILLING	PET INCORPORATED	NALLEYS PICKLES DILL	AGWAY INC
MUSSELMAN'S APPLE PRODUCTS	PET INCORPORATED	NALLEYS PICKLES KOSHER DILL	AGWAY INC
MYERS JAMAICAN RUM	SEAGRAM COMPANY LTD	NALLEYS PICKLES SWEET	AGWAY INC
MYERS JAMAICAN RUM	SEAGRAM COMPANY LTD	NALLEYS POTATO SALAD	AGWAY INC
MY-T-FINE PUDDINGS AND PIE FILLINGS	R J REYNOLDS INDUSTRIES IN	NALLEYS RAVIOLI	AGWAY INC
		NALLEYS REGULAR & BAREECUE POTATO CH	AGWAY INC
		NALLEYS RELISHES	AGWAY INC
		NALLEYS SALAD DRESSINGS	AGWAY INC
		NALLEYS SEAFOOD SAUCE	AGWAY INC
		NALLEYS SLOPPY JOES	AGWAY INC
		NALLEYS SPAGHETTI WITH MEAT BALLS	AGWAY INC
		NALLEYS SWEET MIDGETS	AGWAY INC
		NALLEYS TARTAR SAUCE	AGWAY INC
		NARRAGANSETT BEER & ALE	FALSTAFF BREWING CORPORATI
		NATIONAL BEER	ROTHMANS OF PALL MALL CANA
		NATIONAL BOHEMIAN BEER	ROTHMANS OF PALL MALL CANA
		NATIONAL DISTILLERS MULTI-PRODUCT AD	NATIONAL DISTILLERS AND CH
		NATIONAL OAT PRODUCTS	LIGGET & MYERS INCORPORATE
		NATURAL-LEA ICE CREAM	DAIRYLEA COOPERATIVE INC
		NATURE VALLEY GRANOLA	GENERAL MILLS INC
		NATURMADE FRUIT DRINKS	TRI/VALLEY GROWERS
		NAVY TOBACCO	GENERAL CIGAR COMPANY
		NAZDOROVYA	PEPSICO INC
		NECTA SWEET SACCHARIN	MORTON-NORWICH PRODUCTS, I
		NECTAROSE WINE	SEAGRAM COMPANY LTD
		NECTAROSE WINE	SEAGRAM COMPANY LTD
		NEHI CONCENTRATES	ROYAL CROWN COLA CO
		NEHI FLAVORED DRINKS	SOUTHDOWN, INC
		NEHI FRUIT FLAVOR BEVERAGES	ROYAL CROWN COLA CO
		NEILSON CHOCOLATES	GEORGE WESTON
		NEKOT PEANUT BUTTER FILLED CRACKERS	LANCE INC
		NELLO FRUIT JUICES	BEATRICE FOODS CO
		NEPCO MEAT PRODUCTS	LTV CORPORATION
		NESCAFE DECAFFEINATED INSTANT COFFEE	NESTLE ALIMENTANA S A
		NESCAFE GOLD CUP FREEZE-DRIED COFFEE	NESTLE ALIMENTANA S A
		NESCAFE INSTANT AND DECAFFEINATED CO	NESTLE ALIMENTANA S A
		NESCAFE INSTANT COFFEE	NESTLE ALIMENTANA S A
		NESQUICK CHOCOLATE DRINK	NESTLE ALIMENTANA S A
		NESTEA CANNED ICED TEA	NESTLE ALIMENTANA S A
		NESTEA ICED AND INSTANT TEA MIXES	NESTLE ALIMENTANA S A
		NESTEA ICED TEA MIX	NESTLE ALIMENTANA S A
		NESTEA ICED TEA MIX AND CANNED	NESTLE ALIMENTANA S A
NABISCO AMERICAN FRIES SNACK	NABISCO INC		
NABISCO CINNAMON TREATS	NABISCO INC		
NABISCO COOKIES	NABISCO INC		
NABISCO CRACKERS	NABISCO INC		
NABISCO DIP IN A CHIP SNACK	NABISCO INC		
NABISCO FAST BREAK BREAKFAST BARS	NABISCO INC		
NABISCO FRUIT PAZZAZZ DRINK CONCENTRA	NABISCO INC		
NABISCO GOLDEN HONEY CEREAL	NABISCO INC		
NABISCO KLONDIKE PETES CRUNCHY NUGGE	NABISCO INC		
NABISCO KRAZY GLAZY TOASTER PASTRY	NABISCO INC		
NABISCO MULT-PRODUCT ADVERTISING	NABISCO INC		
NABISCO NORMAN SUGAR FROSTED CEREAL	NABISCO INC		
NABISCO SHREDDED WHEAT	NABISCO INC		
NABISCO SHREDDIES	NABISCO INC		
NABISCO SNACK MATE CHEESE SPREADS	NABISCO INC		
NABISCO SNACKS	NABISCO INC		
NABISCO TATER PUFF CRACKERS	NABISCO INC		
NABISCO TOASTETTES POP-UPS	NABISCO INC		
NABISCO TRISCUITS	NABISCO INC		
NABISCO TUNA TWIST SALAD MIXES	NABISCO INC		
NABISCO YANKEE DOODLE CRUNCH CEREAL	NABISCO INC		
NABISCO 100 % GRAN	NABISCO INC		
NACHO SNACKS	GENERAL MILLS INC		
NALLEYS BEAN SALAD	AGWAY INC		
NALLEYS BEEF STEW	AGWAY INC		
NALLEYS BEEF TAMALES	AGWAY INC		
NALLEYS BIG CHUNK BEEF STEW	AGWAY INC		
NALLEYS CHEESE LOPS	AGWAY INC		
NALLEYS CHEESE TWISTS	AGWAY INC		
NALLEYS CHILI PRODUCTS	AGWAY INC		
NALLEYS CHIP DIPS	AGWAY INC		
NALLEYS CORN & TORTILLA CHIPS	AGWAY INC		
NALLEYS CORNED BEEF HASH	AGWAY INC		
NALLEYS CRUNCHI-O-S	AGWAY INC		
NALLEYS DIPPEPS	AGWAY INC		

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
NESTEA INSTANT ICED TEA	IC INDUSTRIES INC	NU-MADE OIL	SAFEWAY STORES INCORPORATE
NESTEA INSTANT TEA	NESTLE ALIMENTANA S A	NU-MADE PEANUT BUTTER	SAFEWAY STORES INCORPORATE
NESTEA LOW CALORIE ICED TEA MIX	NESTLE ALIMENTANA S A	N-RICH COFFEE CREAMER	BEATRICE FOODS CO
NESTEA MULTI-PRODUCT ADVERTISING	NESTLE ALIMENTANA S A	N-SILE + DAIRY FEEDS ADDITIVES	AGWAY INC
NESTEA PREMIUM OFFER	NESTLE ALIMENTANA S A		
NESTLE CANNED PUDDINGS	NESTLE ALIMENTANA S A		
NESTLE COOKIE MIX	NESTLE ALIMENTANA S A	OAK FARMS DAIRY PRODUCTS	SOUTHLAND CORPORATION
NESTLES CHOCO LITE CANDY BAR	NESTLE ALIMENTANA S A	OAK FARMS ICE CREAM	SOUTHLAND CORPORATION
NESTLES CO FOOD PRODUCTS PREMIUM OFF	NESTLE ALIMENTANA S A	OAK FARMS MILK	SOUTHLAND CORPORATION
NESTLES COCOA MIX	NESTLE ALIMENTANA S A	OASIS MENTHOL CIGARETTES	LIGGET & MYERS INCORPORATE
NESTLES CRUNCH CANDY BAR	NESTLE ALIMENTANA S A	OBERTI OLIVES	TRI/VALLEY GROWERS
NESTLES DE CAF INSTANT COFFEE	NESTLE ALIMENTANA S A	OCCIDENT FLOUR	PEAVEY COMPANY
NESTLES FLAIR DESSERT	NESTLE ALIMENTANA S A	OH FRESH MEAT PRODUCTS	OSCAR MAYER & CO
NESTLES MORSELS	NESTLE ALIMENTANA S A	OH HENRY CANDY	WARD FOODS INC
NESTLES MORSELS & QUAKER 100% NATURAL	NESTLE ALIMENTANA S A	OLD BUSHMILLS IRISH WHISKEY	BROWN-FOREMAN DISTILLERS C
NESTLES QUIK	NESTLE ALIMENTANA S A	OLD CHARTER BOURBON WHISKY	RAPID-AMERICAN CORPORATION
NESTLES QUIK SHAKE MIXES	NESTLE ALIMENTANA S A	OLD CHAUNCEY WHISKY	RAPID-AMERICAN CORPORATION
NESTLES REALLY CREAMY CHOCOLATE BAR	NESTLE ALIMENTANA S A	OLD CROW BOURBON WHISKEY	NATIONAL DISTILLERS AND CH
NESTLES 100% COCOA CANDY BAR	NESTLE ALIMENTANA S A	OLD EL PASO FOOD PRODUCTS	PET INCORPORATED
NEUHOF MEAT PRODUCTS	ESMARK INC	OLD EL PASO TACO SHELLS & SAUCE	PET INCORPORATED
NEUHOF SAUSAGE	ESMARK INC	OLD FASHIONED MEAT PRODUCTS	GOLD KIST INC
NEWPORT MENTHOL FILTER CIGARETTES	LOEWS CORPORATION	OLD FASHIONED MINTS	BEATRICE FOODS CO
NEWPORT MENTHOL FILTER KING SIZE CIG	LOEWS CORPORATION	OLD FASHIONED SNACKS	BEATRICE FOODS CO
NEWPORT MENTHOL FILTER KINGS & 100S	LOEWS CORPORATION	OLD FITZGERALD BOURBON WHISKEY	NORTON SIMON, INC
NICE 'N LITE COTTAGE CHEESE	FAIRMONT FOODS COMPANY	OLD FORESTOR BOURBON WHISKY	BROWN-FOREMAN DISTILLERS C
NICE 'N LITE FLUID MILK	FAIRMONT FOODS COMPANY	OLD GOLD FILTER CIGARETTES	LOEWS CORPORATION
NICE 'N LITE FRUIT DRINKS	FAIRMONT FOODS COMPANY	OLD GOLD FILTER KINGS CIGARETTES	LOEWS CORPORATION
NICE 'N LITE ICE CREAM	FAIRMONT FOODS COMPANY	OLD GOLD FILTER 100S	LOEWS CORPORATION
NICE 'N LITE YOGURT	FAIRMONT FOODS COMPANY	OLD GRAND DAD PIPE TOBACCO	GULF & WESTERN INDUSTRIES
NICOLAOU WINES	LIGGET & MYERS INCORPORATE	OLD GRAND-DAD BOURBON WHISKEY	NATIONAL DISTILLERS AND CH
NIGER DELTA SHRIMP	SEAPROAD ALLIED MILLING CO	OLD HICKORY 10 YEARS OLD BOURBON WHI	PUBLICKER INDUSTRIES INC
NIGHT OWL CIGARS	GENERAL CIGAR COMPANY	OLD HICKORY 6 YEARS OLD BOURBON WHIS	PUBLICKER INDUSTRIES INC
NIKOLAI WINE	SEAGRAM COMPANY LTD	OLD HOLBORN SMOKING TOBACCO	AMERICAN BRANDS INC
NIKOLAI WINE	SEAGRAM COMPANY LTD	OLD JUDGE COFFEE	CHOCK FULL O NUTS CORP
NILLA WAFERS	NABISCO INC	OLD JUDGE COFFEE	BORDEN INC
NIP-CHEE CHEESE FILLED CRACKER SANDW	LANCE INC	OLD KENTUCKY TAVERN BOURBON WHISKEY	GLENMORE DISTILLERS CO
NOILLY PRAT VERMOUTH	BROWN-FOREMAN DISTILLERS C	OLD LONDON CHEESE DOODLES	BORDEN INC
NOISEY BISCUIT	NABISCO INC	OLD LONDON MELBA TOAST	BORDEN INC
NOLDES BAKERY PRODUCTS	INTERSTATE BRANDS CORPOPAT	OLD MEDLEY SOUR MASH STRAIGHT BOURBO	STANDARD BRANDS
NOODLE DOODLES	H J HEINZ COMPANY	OLD MILWAUKEE BEER	JOS SCHLITZ BREWING COMPA
NOODLES ROMANOFF CASSEROLE	GENERAL MILLS INC	OLD MR BOSTON BLACKBERRY FLAVORED BR	GLENMORE DISTILLERS CO
NOUGAT-KROKANT ICE CREAM	BEATRICE FOODS CO	OLD MR BOSTON BOURBON WHISKEY	GLENMORE DISTILLERS CO
NOW REGULAR & MENTHOL FILTER CIGARET	R J KEYNOLDS INDUSTRIES IN	OLD MR BOSTON BRANDY	GLENMORE DISTILLERS CO
NUCOA MARGARINES	CPC INTERNATIONAL INC	OLD MR BOSTON CANADIAN WHISKEY	GLENMORE DISTILLERS CO
NULOFOND DRY FONDANT	SUCREST CORPORATION	OLD MR BOSTON CREME DE MENTHE	GLENMORE DISTILLERS CO
NULOMOLINE INVERT SUGAR PRODUCT	SUCREST CORPORATION	OLD MR BOSTON FIVE STAR BRANDY	GLENMORE DISTILLERS CO
NUMAR MARGARINE	UNITED BRANDS	OLD MR BOSTON MARTINI COCKTAIL	GLENMORE DISTILLERS CO
NUMBER 7 KING SIZE FILTER CIGARETTES	ROTHMANS OF PALL MALL CANA	OLD MR BOSTON SNOWSHAKE COCKTAILS	GLENMORE DISTILLERS CO
NUMERO UNO TEQUILA	STANDARD BRANDS	OLD MR BOSTON TEQUILA	GLENMORE DISTILLERS CO
NURSOY SOY-PROTEIN	AMERICAN HOME PRODUCTS COR	OLD SMUGGLER SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
NUSWEET E CORN SYRUP	STANDARD BRANDS	OLD SOUTH FROZEN FOODS	LYKES BROS INC OF FLORIDA
NUTRENA FEEDS	CARGILL INC	OLD ST CROIX RUM	GLENMORE DISTILLERS CO
NUTRIMATO TOMATO COCKTAIL	AMERICAN BRANDS INC	OLD STYLE BEER	G HEILEMAN BREWING COMPANY
NUTRITIONAL CARE DIETARY FOODS -HOSP	IDLE WILD FOODS, INC	OLD TAYLOR BOURBON WHISKY	NATIONAL DISTILLERS AND CH
NU-MADE MAYONNAISE	SAFEWAY STORES INCORPORATE	OLD THOMPSON BLENDED WHISKEY	GLENMORE DISTILLERS CO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
OLD VIENNA BEER	ROTHMANS OF PALL MALL CANA	PACE COTTAGE CHEESE	LAND O' LAKES
OLD VIENNA SNACKS	AMERICAN BRANDS INC	PACE ICE CREAM PRODUCTS	LAND O' LAKES
OLD W L WELLS BOURBON WHISKEY	NORTON SIMON, INC	PACE MARGARINE	LAND O' LAKES
OLD WORLD YOGURT	KROGER CO	PACE MILK	LAND O' LAKES
OLE TEQUILA	RAPID-AMERICAN CORPORATION	PACE SOUR CREAM	LAND O' LAKES
OLMECA TEQUILA	SEAGRAM COMPANY LTD	PACE YOGURT	LAND O' LAKES
OLMECA TEQUILA	SEAGRAM COMPANY LTD	PACESETTER DOG FOOD	SAVANNAH FOODS & INDUSTRIE
OLYMPIA BEER	OLYMPIA BREWING COMPANY	PACIFIC PEARL CANNED CRAB	AMFAC, INC
OMEGA CORN MEAL MIX	BEATRICE FOODS CO	PACIFIC PEARL CANNED SHRIMP	AMFAC, INC
OMEGA FLOUR	BEATRICE FOODS CO	PACIFIC PEARL FROZEN CRAB	AMFAC, INC
OMEGA LITTLE CIGARS	LOEWS CORPORATION	PACIFIC PEARL FROZEN SHRIMP	AMFAC, INC
OOBOPPEROOS PRE-SWEETENED CEREAL	NAEISCO INC	PADDINGTON OF CANADA CANADIAN WHISKY	LIGGET & MYERS INCORPORATE
OPEN PIT BARBECUE SAUCES	GENERAL FOODS CORPORATION	PADDY IRISH WHISKY	LIGGET & MYERS INCORPORATE
ORANGE CRUSH SOFT DRINK	IC INDUSTRIES INC	PAKA PUNCH FRUIT DRINK	RALSTON PURINA
ORANGE SPOT CARBONATED ORANGE DRINK	NORTON SIMON, INC	PALADIN BLACKCHERRY SMOKING TOBACCO	AMERICAN BRANDS INC
OREO CREAM SANDWICHES	NAEISCO INC	PALE BEER	SOUTHDOWN, INC
ORE-IDA DEEP FRIES FROZEN POTATOES	H J HEINZ COMPANY	PALL MALL CIGARETTES	AMERICAN BRANDS INC
ORE-IDA FROZEN UNION RINGS & CHOPPED	H J HEINZ COMPANY	PALL MALL EXTRA MILD CIGARETTES	AMERICAN BRANDS INC
ORE-IDA FROZEN POTATOES	H J HEINZ COMPANY	PALL MALL FILTER KING CIGARETTES	AMERICAN BRANDS INC
ORE-IDA FROZEN VEGETABLES	H J HEINZ COMPANY	PALL MALL FILTER 100S CIGARETTES	AMERICAN BRANDS INC
ORLEANS FOODS	PET INCORPORATED	PALL MALL GOLD & MENTHOL FILTER CIGA	AMERICAN BRANDS INC
ORO COFFEE	GENERAL FOODS CORPORATION	PALL MALL MENTHOL FILTER 100S CIGARE	AMERICAN BRANDS INC
ORTEGA CANNED CHILES	HEUBLEIN INC	PALO VIEJO PUERTO RICAN RUM	SEAGRAM COMPANY LTD
ORTEGA TACOS	HEUBLEIN INC	PALO VIEJO PUERTO RICAN RUM	SEAGRAM COMPANY LTD
ORTMEAL COOKIES	NAEISCO INC	PAM DRY FRY	AMERICAN HOME PRODUCTS COR
ORVILLE REDENBACHER'S POPPING CORN	NORTON SIMON, INC	PAMPER CANNED CAT FOOD	QUAKER OATS COMPANY
OSCAR MAYER BACON	OSCAR MAYER & CO	PAMPERO KETCHUP	GERBER PRODUCTS COMPANY
OSCAR MAYER COLD CUTS	OSCAR MAYER & CO	PAN ALA BRASA TOASTED BREAD SLICES	UNITED BISCUITS LTD (KEEBL
OSCAR MAYER FRESH MEAT	OSCAR MAYER & CO	PAN HANDY COATING SPRAY	SAVANNAH FOODS & INDUSTRIE
OSCAR MAYER MEAT PRODUCTS	OSCAR MAYER & CO	PANATELA CIGARS	GENERAL CIGAR COMPANY
OSCAR MAYER SAUSAGE	OSCAR MAYER & CO	PANGBURN CANDY	RIVIANA FOODS INC
OSCAR MAYER WIENERS	OSCAR MAYER & CO	PAN-ALASKA ALASKAN KING CRAB, SNOW L	CASTLE & COOKE INC
OSTROVA VODKA	HEUBLEIN INC	PARAMOUNT POULTRY	CARGILL INC
OTARD COGNAC	RAPID-AMERICAN CORPORATION	PARD PET FOOD	NATIONAL CAN CORP
OUR OWN BAKERY PRODUCTS	GREAT ATLANTIC AND PACIFIC	PARK DRIVE CIGARETTES	AMERICAN BRANDS INC
OUR OWN CANDY	GREAT ATLANTIC AND PACIFIC	PARK PRODUCTS	JEWEL COMPANIES INC
OUR OWN CANNED BEANS	GREAT ATLANTIC AND PACIFIC	PARK & TILFORD BLENDED WHISKY	RAPID-AMERICAN CORPORATION
OUR OWN CATSUP	GREAT ATLANTIC AND PACIFIC	PARLIAMENT CIGARETTES	PHILLIP MORRIS INCORPORATE
OUR OWN COFFEE	GREAT ATLANTIC AND PACIFIC	PARLIAMENT FILTER CIGARETTES	PHILLIP MORRIS INCORPORATE
OUR OWN DOG FOOD	GREAT ATLANTIC AND PACIFIC	PARLIAMENT 100'S FILTER CIGARETTES	PHILLIP MORRIS INCORPORATE
OUR OWN JELLIES & JAMS	GREAT ATLANTIC AND PACIFIC	PARLOR PIG MEAT PRODUCTS	GOLD KIST INC
OUR OWN MACARONI PRODUCTS	GREAT ATLANTIC AND PACIFIC	PARTAGAS CIGARS	GENERAL CIGAR COMPANY
OUR OWN MILK PRODUCTS	GREAT ATLANTIC AND PACIFIC	PARTRIDGE MEAT PRODUCTS	UNITED BRANDS
OVERSTOLZ CIGARETTES	R J REYNOLDS INDUSTRIES IN	PARTY TYME COCKTAIL MIXES	SEAGRAM COMPANY LTD
OZARKA WATER	COLA-COLA BOTTLING LOS ANG	PARTY TYME COCKTAIL MIXES	SEAGRAM COMPANY LTD
O&C SNACKS	SCM CORPORATION	PARTY TYME COCKTAILS	SEAGRAM COMPANY LTD
O'KEEFE ALE	ROTHMANS OF PALL MALL CANA	PARTY TYME COCKTAILS	SEAGRAM COMPANY LTD
		PAR-T-PAK CONCENTRATE	ROYAL CROWN COLA CO
		PAR-T-PAK SOFT DRINKS	ROYAL CROWN COLA CO
PABST BLUE RIBEON BEER	PABST BREWING COMPANY	PASHA TURKISH COFFEE LIQUEUR	SEAGRAM COMPANY LTD
PABST OLD TANKARD BEER	PABST BREWING COMPANY	PASHA TURKISH COFFEE LIQUEUR	SEAGRAM COMPANY LTD
PACE BUTTER	LAND O' LAKES	PASSPORT SCOTCH WHISKY	SEAGRAM COMPANY LTD
PACE CHEESE-AMERICAN	LAND O' LAKES	PASSPORT SCOTCH WHISKY	SEAGRAM COMPANY LTD
PACE CHEESE-NATURAL	LAND O' LAKES	PASTRY LOAF DINNERS	AMERICAN HOME PRODUCTS COR
PACE CONDENSED MILK	LAND O' LAKES	PASTRY LOAF PIZZA MIX	AMERICAN HOME PRODUCTS COR

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PATERNINA SPANISH RIOJAS WINES	STANDARD BRANDS	PERNOD LIQUEUR	STANDARD BRANDS
PATIO FROZEN FOODS	R J REYNOLDS INDUSTRIES INC	PESTA PICKLES	DEAN FOODS COMPANY
PATIO SOFT DRINKS	PEPSICO INC	PET COOLIE FRUIT DRINKS	PET INCORPORATED
PATRA FRUIT JUICES	BEATRICE FOODS CO	PET EVAPORATED MILK	PET INCORPORATED
PATRICK CUDAHY MEATS	BLUEBIRD INCORPORATED	PET FROZEN NON-DAIRY TOPPING	PET INCORPORATED
PAUL JONES WHISKY	SEAGRAM COMPANY LTD	PET FRUIT DRINKS	PET INCORPORATED
PAUL JONES WHISKY	SEAGRAM COMPANY LTD	PET ICE CREAM	PET INCORPORATED
PAUL MASSON WINES	SEAGRAM COMPANY LTD	PET MAYONNAISE	PET INCORPORATED
PAUL MASSON WINES	SEAGRAM COMPANY LTD	PET MILK	PET INCORPORATED
PAY CAR CHEWING TOBACCO	LIGGET & MYERS INCORPORATE	PET PRIDE CANNED DOG FOOD	KROGER CO
PAY DAY CANDY	CONSOLIDATED FOODS CORPORA	PET PRIDE DRY DOG FOOD	KROGER CO
PAYCO ICE CREAM	BEATRICE FOODS CO	PET SOUR CREAM	PET INCORPORATED
PEACOCK CONDENSED MILK	CARNATION COMPANY	PETER DAWSON SCOTCH WHISKY	RAPID-AMERICAN CORPORATION
PEANUT MUNCH CANDY	MAKS INC	PETER HEERING LIQUEUR	HIRAM WALKER-GOODERHAM & W
PEARL BREWING GENERAL PROMOTION	SOUTHDOWN, INC	PETER HEERING LIQUEURS	HIRAM WALKER-GOODERHAM & W
PEARL LIGHT BEER	SOUTHDOWN, INC	PETER JACKSON CIGARETTE	IMASCO LTD
PEARL PREMIUM BEER	SOUTHDOWN, INC	PETER PAN JELLIES	ESMARK INC
PEARSONS CANDY	STANDARD BRANDS	PETER PAN PEANUT BUTTER	ESMARK INC
PEAVEY FEEDS	PEAVEY COMPANY	PETL PIPER HOT PEPPERS	DEAN FOODS COMPANY
PECAN SANDIES COOKIES	UNITED BISCUITS LTD (KEEBL	PETER PIPER MUSTARDS	DEAN FOODS COMPANY
PECS MAGYAR RIESLING	RECKITT & COLEMAN LTD	PETER PIPER PICKLED CAULIFLOWER	DEAN FOODS COMPANY
PEDRO DOMEQ WINE	NORTON SIMON, INC	PETER PIPER PICKLES	DEAN FOODS COMPANY
PEDRO'S RUM	LIGGET & MYERS INCORPORATE	PETER PIPER RELISHES	DEAN FOODS COMPANY
PENGUIN BISCUITS	UNITED BISCUITS LTD (KEEBL	PETER STUYVESANT KING SIZE FILTER CI	ROTHMANS OF PALL MALL CANA
PENNANT GLACE FRUITS	AMERICAN BAKERIES COMPANY	PETER STUYVESANT 100'S FILTER CIGARE	ROTHMANS OF PALL MALL CANA
PENNANT MARASCHINO CHERRIES	AMERICAN BAKERIES COMPANY	PETER STUYVESANT 100'S MENTHOL FILTE	ROTHMANS OF PALL MALL CANA
PENNSYLVANIA DUTCH EGG NOODLES	UNILEVER	PETITE FLEUR TABLE WINE	RECKITT & COLEMAN LTD
PENNSYLVANIA DUTCH EGG NOODLES PLUS	UNILEVER	PETITS DOMAINES DE FRANCE WINES	RECKITT & COLEMAN LTD
PENNSYLVANIA DUTCH MACARONI & CHEESE	UNILEVER	PETRI WINE	HEUBLEIN INC
PENNYWISE BISCUITS	UNITED BISCUITS LTD (KEEBL	PETUNA PET FOOD	C H B FOODS INC
PENROSE PICKLED MEAT PRODUCTS	GENERAL MILLS INC	PET-RITZ FROZEN PIECRUST SHELLS	PET INCORPORATED
PEPE LOPEZ TEQUILA	BROWN-FOREMAN DISTILLERS C	PFAELZER FROZEN STEAKS	GREYHOUND CORPORATION
PEPPER VALLEY SWEET CHERRY PEPPERS	AGWAY INC	PFEIFFER BEER	G HEILEMAN BREWING COMPANY
PEPPERIDGE FARM BREAD	CAMPBELL SOUP COMPANY	PHILADELPHIA BLENDED WHISKY	PUBLICKER INDUSTRIES INC
PEPPERIDGE FARM CHOCOLATES	CAMPBELL SOUP COMPANY	PHILADELPHIA CREAM CHEESE	KRAFTCO CORPORATION
PEPPERIDGE FARM COOKIES	CAMPBELL SOUP COMPANY	PHILADELPHIA IMITATION CREAM CHEESE	KRAFTCO CORPORATION
PEPPERIDGE FARM CRACKERS	CAMPBELL SOUP COMPANY	PHILLIP MORRIS INTERNATIONAL CIGARET	PHILLIP MORRIS INCORPORATE
PEPPERIDGE FARM DELICACIES	CAMPBELL SOUP COMPANY	PHOENIX 120S FILTER CIGARETTES REGUL	BRITISH AMERICAN TOBACCO
PEPPERIDGE FARM ENGLISH MUFFINS	CAMPBELL SOUP COMPANY	PIAT WINE	PEPSICO INC
PEPPERIDGE FARM FROZEN CAKES	CAMPBELL SOUP COMPANY	PICAYUNE TOBACCO PRODUCTS	LIGGET & MYERS INCORPORATE
PEPPERIDGE FARM FROZEN PASTRY	CAMPBELL SOUP COMPANY	PICTSWEST BABY LIMA BEANS	STOKELY-VAN CAMP INC
PEPPERIDGE FARM FROZEN PATTY SHELLS	CAMPBELL SOUP COMPANY	PICTSWEST BROCCOLI	STOKELY-VAN CAMP INC
PEPPERIDGE FARM PRETZELS	CAMPBELL SOUP COMPANY	PICTSWEST BRUSSELS SPROUT	STOKELY-VAN CAMP INC
PEPPERIDGE FARM STUFFING	CAMPBELL SOUP COMPANY	PICTSWEST CAULIFLOWER	STOKELY-VAN CAMP INC
PEPSI LIGHT DIET SODA	PEPSICO INC	PICTSWEST CUT CORN	STOKELY-VAN CAMP INC
PEPSI-COLA	IC INDUSTRIES INC	PICTSWEST CUT GREEN BEANS	STOKELY-VAN CAMP INC
PEPSI-COLA	PEPSICO INC	PICTSWEST FORDHOOK LIMA BEANS	STOKELY-VAN CAMP INC
PEPSI-COLA BEVERAGES	GENERAL CINEMA CORPORATION	PICTSWEST PEAS	STOKELY-VAN CAMP INC
PERDUE CHICKENS	PERDUE FOODS INC	PICTSWEST PEAS & CARROTS	STOKELY-VAN CAMP INC
PERE ANSELEME RHONE WINES	RECKITT & COLEMAN LTD	PICTSWEST SPINACH	STOKELY-VAN CAMP INC
PERFORMANCE HORSE FEED	AGWAY INC	PICTSWEST SQUASH	STOKELY-VAN CAMP INC
PERKILLY'S PRIVATE BLEND KING SIZE FI	ROTHMANS OF PALL MALL CANA	PICTSWEST STRAWBERRIES	STOKELY-VAN CAMP INC
PERK CANNED CAT FOOD	LIGGET & MYERS INCORPORATE	PIEDMONT TOBACCO PRODUCTS	LIGGET & MYERS INCORPORATE
PERKY FRUIT AND MEAT TURNOVER	DEL MONTE CORPORATION	PIELS BEER	F & M SCHAEFER CORPORATION
PERMA FRESH LUNCHEON MEATS	GEO A HORMEL & COMPANY	PIERRE WOLFFBERGER ALSACE WINES	RECKITT & COLEMAN LTD

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
PIK-NIK SNACKS	BEATRICE FOODS CO	PM BLENDED WHISKEY	NATIONAL DISTILLERS AND CH
PILGRIM FARM PEPPERS	AMERICAN BAKERIES COMPANY	POCKET COFFEE CANDY	IMASCO LTD
PILGRIM FARM PICKLES	AMERICAN BAKERIES COMPANY	POLAR WATER	BORDEN INC
PILGRIM FARM RELISHES	AMERICAN BAKERIES COMPANY	POM POMS CANDIES	NABISCO INC
PILLSBURY ALL READY REFRIGERATED PIE	PILLSBURY COMPANY	POMMERY & GRENO CHAMPAGNE	RECKITT & COLEMAN LTD
PILLSBURY FREAD MIXES	PILLSBURY COMPANY	POP ROCKS CANDIES	GENERAL FOODS CORPORATION
PILLSBURY BROWNIE MIX & PETER PAN PE	PILLSBURY COMPANY	POPEYE CEREALS	STOKELY-VAN CAMP INC
PILLSBURY CAKE & COOKIE DECORATOR	PILLSBURY COMPANY	POPEYE POPCORN	STOKELY-VAN CAMP INC
PILLSBURY DOUGH PROD & SWIFTS SAUSAG	PILLSBURY COMPANY	POPEYE PUFFED RICE	STOKELY-VAN CAMP INC
PILLSBURY FLOUR BLUE BONNET MARGARIN	PILLSBURY COMPANY	POPEYE PUFFED WHEAT	STOKELY-VAN CAMP INC
PILLSBURY FROSTING MIX	PILLSBURY COMPANY	POPOV VODKA	HEUBLEIN INC
PILLSBURY PIE CRUST MIX & BORDENS MI	PILLSBURY COMPANY	POPOV VODKA	HEUBLEIN INC
PILLSBURY POTATOES	PILLSBURY COMPANY	POPP SNACK CAKES	GEORGE WESTON
PILLSBURY PRE-BAKED BISCUITS	PILLSBURY COMPANY	POPSICLE CANDY	CONSOLIDATED FOODS CORPORA
PILLSBURY REFRIGERATED BISCUITS	PILLSBURY COMPANY	POST ALPHA BITS	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED COOKIE KIT	PILLSBURY COMPANY	POST CEREALS	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED COOKIES	PILLSBURY COMPANY	POST FORTIFIED OAT FLAKES	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED DANISH SWIRLS	PILLSBURY COMPANY	POST GRAPE NUTS	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED DINNER ROLLS	PILLSBURY COMPANY	POST HONEYCOMBS	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED DINNER ROLLS	PILLSBURY COMPANY	POST PEBBLES CEREALS	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED DINNER ROLLS	PILLSBURY COMPANY	POST RAISIN BRAN	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED EGG BASKETS	PILLSBURY COMPANY	POST SUGAR FROSTED RICE KRINKLES	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED PASTRIES	PILLSBURY COMPANY	POST SUPER ORANGE CRISP	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED PIZZA DOUGH	PILLSBURY COMPANY	POST SUPER SUGAR CRISP	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED QUICK MUFFINS	PILLSBURY COMPANY	POST TENS CEREALS	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED ROLL DOUGH	PILLSBURY COMPANY	POST TOASTIES	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED SWEET ROLLS	PILLSBURY COMPANY	POST 4 1/2 BRAN FLAKES	GENERAL FOODS CORPORATION
PILLSBURY REFRIGERATED & PRE-BAKED B	PILLSBURY COMPANY	POSTUM INSTANT BEVERAGE	GENERAL FOODS CORPORATION
PIMMS NO 1 CUP GIN	NORTON SIMON, INC	POTATO BUDS INSTANT MASHED POTATOES	GENERAL MILLS INC
PINA COLADA COCKTAILS	AMERICAN BRANDS INC	POW-R-PAK AT FEED	AGWAY INC
PINATA MEXICAN SNACK FOOD	IMASCO LTD	PRAIRIE ROSE BUTTER	LAND O' LAKES
PINE BROS COUGH DROPS	SGUIP CORPORATION	PRAIRIE ROSE CHEESE-AMERICAN	LAND O' LAKES
PINKUSHOHN'S POTPOURRI SMOKING TOBAC	AMERICAN BRANDS INC	PRAIRIE ROSE CHEESE-NATURAL	LAND O' LAKES
PINWINNIE ROYALE SCOTCH WHISKY	PUBLICKER INDUSTRIES INC	PRAIRIE ROSE CONDENSED MILK	LAND O' LAKES
PIPPERMINT GET LIQUEUR	STANDARD BRANDS	PRAIRIE ROSE COTTAGE CHEESE	LAND O' LAKES
PISCHINGER CHOCOLATE WAFERS	UNILEVER	PRAIRIE ROSE ICE CREAM PRODUCTS	LAND O' LAKES
PITTER PATTY COOKIES	UNITED BISCUITS LTD (KEEEL	PRAIRIE ROSE MARGARINE	LAND O' LAKES
PK SUGAR-COATED CHEWING GUM	WM WRIGLEY JR COMPANY	PRAIRIE ROSE MILK	LAND O' LAKES
PLANTERS CHOPPED PEANUTS	STANDARD BRANDS	PRAIRIE ROSE SOUR CREAM	LAND O' LAKES
PLANTERS DRY ROASTED NUTS	STANDARD BRANDS	PRAIRIE ROSE YOGURT	LAND O' LAKES
PLANTERS MULTI-PRODUCT ADVERTISING	STANDARD BRANDS	PRAISE NON-DAIRY CREAMER	CARNATION COMPANY
PLANTERS NUTS	STANDARD BRANDS	PRATS BORDEAUX WINES	STANDARD BRANDS
PLANTERS PEANUT BUTTER	STANDARD BRANDS	PREAM LOWFAT MILK	ABBOTT LABORATORIES
PLANTERS PEANUT BUTTER	STANDARD BRANDS	PREMIAR COFFEE	GENERAL FOODS CORPORATION
PLANTERS PEANUT OIL	STANDARD BRANDS	PREMIER ICE CREAM	BEATRICE FOODS CO
PLANTERS PEANUT OIL	STANDARD BRANDS	PREMIUM SALTINE CRACKERS	NABISCO INC
PLANTERS POTATO CHIPS	STANDARD BRANDS	PRESCRIPTION DIET PET FOOD	RIVIANA FOODS INC
PLAUMON BABY FOODS	H J HEINZ COMPANY	PRICES SANDWICH & SNACK SPREADS	NESTLE ALIMENTANA S A
PLAYERS FILTER CIGARETTES	IMASCO LTD	PRIDE OF OREGON FILBERTS	AMERICAN BAKERIES COMPANY
PLAYERS NO. 10 CIGARETTES	IMPERIAL GROUP LIMITED	PRIMAVERA MARGARINE	ANDERSON, CLAYTON & CO
PLAYERS NO. 6 CIGARETTES	IMPERIAL GROUP LIMITED	PRIME DOG FOODS	GENERAL FOODS CORPORATION
PLOW BOY SMOKING TOBACCO	LIGGETT & MYERS INCORPORATE	PRIMO BEER	JOS SCHLITZ BREWING COMPA
PLYMOUTH GIN	RAPID-AMERICAN CORPORATION	PRIMO DEL REY CIGARS	GULF & WESTERN INDUSTRIES
PLYMOUTH ROCK CANNED HAM	WARD FOODS INC	PRINCE ALBERT SMOKING TOBACCO	R J REYNOLDS INDUSTRIES IN
PLYMOUTH ROCK MEAT PRODUCTS	WARD FOODS INC	PRINGLES NEWFANGLED POTATO CHIPS	PROCTER & GAMBLE COMPANY

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
PRIZE LEMONADE MIX	BORDEN INC	PUSS N BOOTS CANNED CAT FOOD	QUAKER OATS COMPANY
PRIZE OF IOWA BUTTER	MID AMERICA DAIRYMEN INC	PUSS N BOOTS CAT FOOD	QUAKER OATS COMPANY
PRIZE OF IOWA CHEESE-AMERICAN	MID AMERICA DAIRYMEN INC	PUSS N BOOTS MOIST MEALS CAT FOOD	QUAKER OATS COMPANY
PRIZE OF IOWA CHEESE-NATURAL	MID AMERICA DAIRYMEN INC	PUSS N BOOTS SPECIAL MENU CAT FOOD	QUAKER OATS COMPANY
PRIZE OF IOWA COTTAGE CHEESE	MID AMERICA DAIRYMEN INC		
PRIZE OF IOWA SOUR CREAM	MID AMERICA DAIRYMEN INC		
PRIZE OF IOWA YOGURT	MID AMERICA DAIRYMEN INC		
PROCLAIM BREAD	INTERNATIONAL TELEPHONE AN	QUAKER CORN MEAL	QUAKER OATS COMPANY
PROCTER & GAMBLE FOOD PRODUCTS	PROCTER & GAMBLE COMPANY	QUAKER HARVEST CRUNCH CEREAL	QUAKER OATS COMPANY
PROGRESSO CANNED SOUPS	IMASCO LTD	QUAKER KING VITAMIN CEREAL	QUAKER OATS COMPANY
PROGRESSO MULTI-PRODUCT ADVERTISING	IMASCO LTD	QUAKER MASA HARINA	QUAKER OATS COMPANY
PROGRESSO ROCK LOBSTER SPAGHETTI SAL	IMASCO LTD	QUAKER OATS & INSTANT OATMEAL	QUAKER OATS COMPANY
PROGRESSO SAUCES	IMASCO LTD	QUAKER PUFFED RICE & PUFFED WHEAT	QUAKER OATS COMPANY
PROGRESSO SEA FOOD SAUCES	IMASCO LTD	QUAKER QUICK GRITS	QUAKER OATS COMPANY
PROMISE MARGARINE	UNILEVER	QUAKER SHREDDED WHEAT	QUAKER OATS COMPANY
PRONTO COFFEE	GENERAL FOODS CORPORATION	QUAKER 100% NATURAL CEREAL	QUAKER OATS COMPANY
PRONTO DESSERTS	ANDERSON, CLAYTON & CO	QUANCARD BORDEAUX WINES	RECKITT & COLEMAN LTD
PROPPOWER BREAKFAST DRINK	NAVISCO INC	QUE PASA SNACKS	AGWAY INC
PROTEN MEATS	ESMARK INC	QUELAC PROCESSED CHEESE	CPC INTERNATIONAL INC
PUDLIN HEAD REFRIGERATED PUDDING	BEATRICE FOODS CO	QUENCH REFRESHMENT FLAVOUR CRYSTALS	GENERAL FOODS CORPORATION
PUFF PASTRY SHORTENING	STANDARD BRANDS	QUICK DINNER FROZEN DINNERS	UNILEVER
PUNA PAPAYA	AMFAC INC	QUICK-STUFF FROZEN STUFFING	PET INCORPORATED
PUNT E MES APERITIF	LIGGET & MYERS INCORPORATE	QUIET WATER WILD RICE	GENERAL MILLS INC
PUPPY LOVE CANNED DOG FOOD	SAVANNAH FOODS & INDUSTRIE	QUINLAN PRETZELS	WARD FOODS INC
PUPPY LOVE DRY DOG FOOD	SAVANNAH FOODS & INDUSTRIE		
PURE FRESH DISTILLED WATER	COLA-COLA BOTTLING LOS ANG		
PURINA CANNED CAT FOOD	KALSTON PURINA	P J REYNOLDS INDUSTRIES INC CIGARETT	R J REYNOLDS INDUSTRIES IN
PURINA CANNED DOG FOOD	KALSTON PURINA	P J REYNOLDS TOBACCO	R J REYNOLDS INDUSTRIES IN
PURINA CAT CHOW	KALSTON PURINA	R T FRENCH CO GENERAL PROMOTION	RECKITT & COLEMAN LTD
PURINA CHOW DOG FOOD	KALSTON PURINA	RAGU ITALIAN COOKING SAUCE	CHESEBROUGH-PONDS
PURINA CHUCK WAGON	KALSTON PURINA	RAGU MEATLOAF MAKINGS	CHESEBROUGH-PONDS
PURINA CHUCK WAGON DOG FOOD	KALSTON PURINA	RAGU SPAGHETTI SAUCE	CHESEBROUGH-PONDS
PURINA CHUCK WAGON PUPPY DINNER	KALSTON PURINA	RAGU SPAGHETTI SAUCE & CREAMETTES MA	CHESEBROUGH-PONDS
PURINA DOG CHOW	KALSTON PURINA	RAINBO BAKERY PRODUCTS	CAMPBELL TAGGART INC
PURINA DOG DINNER MIX	KALSTON PURINA	RAINBO BREAD	CAMPBELL TAGGART INC
PURINA DOG MEAL	KALSTON PURINA	RAINTREE BEVERAGES	COCA COLA CO
PURINA DRY CAT FOODS	KALSTON PURINA	PALEIGH EXTRA MILDS	BRITISH AMERICAN TOBACCO
PURINA FEEDS AND CHOWS	KALSTON PURINA	RALEIGH FILTER CIGARETTES	BRITISH AMERICAN TOBACCO
PURINA HOMESTYLE DOG DINNER	KALSTON PURINA	RALEIGH FILTER KINGS & SUPER LONGS	BRITISH AMERICAN TOBACCO
PURINA KITTEN CHOW	KALSTON PURINA	PALLO MARSALA	RECKITT & COLEMAN LTD
PURINA LOVIN SPOONFULS CANNED CAT FO	KALSTON PURINA	PALLY CANDY BAPS	HERSHEY FOODS CORPORATION
PURINA MEOW MIX	KALSTON PURINA	RALSTON CEPEALS	RALSTON PURINA
PURINA PET FOODS	KALSTON PURINA	RALSTON PURINA POULTRY PRODUCTS	RALSTON PURINA
PURINA PET FOODS	KALSTON PURINA	RANGE BRAND WRANGLERS	GEO A HORNEL & COMPANY
PURINA PPO-COTE INDUSTRIAL PROTEIN	KALSTON PURINA	RAPHAEL WINES	STANDARD BRANDS
PURINA PUPPY CHOW	KALSTON PURINA	RATH BLACK HAWK BACON	RATH PACKING COMPANY
PURINA SUCCESS DRY DOG FOOD	KALSTON PURINA	RATH CANNED HAM	RATH PACKING COMPANY
PURINA TENDER VITTLES CAT FOOD	KALSTON PURINA	RATH FRANKFURTERS	RATH PACKING COMPANY
PURINA WHISKER LICKINS MOIST CAT FO	KALSTON PURINA	RATH FROZEN MEATS	RATH PACKING COMPANY
PURITY BAKERY PRODUCTS	AMERICAN BAKERIES COMPANY	RATH HAM	RATH PACKING COMPANY
PURITY CANNED FRUITS	AGWAY INC	RATH LUNCHEON MEATS	RATH PACKING COMPANY
PURITY CANNED VEGETABLES	AGWAY INC	RATH MEAT PRODUCTS	RATH PACKING COMPANY
PURITY FRUIT DRINKS	AGWAY INC	RATH PORK CUTS	RATH PACKING COMPANY
PURITY MILLS CEREALS	STUKELY-VAN CAMP INC	RATH PORK SAUSAGE	RATH PACKING COMPANY
PURITY VEGETABLE DRINKS	AGWAY INC	RATH WIENERS	RATH PACKING COMPANY
		RC COLA	BEATRICE FOODS CO

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
RC COLA	ROYAL CROWN COLA CO	RICEOS CEREAL	STOKELY-VAN CAMP INC
RC CONCENTRATE	ROYAL CROWN COLA CO	RICHARDSON CANDIES	BEATRICE FOODS CO
REAL GOLD FRUIT JUICES	COCA COLA CO	PICHELIEU SATIN TIP KING SIZE FILTER	ROTHMANS OF PALL MALL CANA
REAL MEMORIES COOKIES	NABISCO INC	RICH'NING NON-DAIRY CREAMER	CARNATION COMPANY
REALEMON LEMON JUICE	BORDEN INC	RIERA-MAPSA DRY BABY FOODS	STANDARD BRANDS
REALEMON LEMON JUICE	BORDEN INC	PIERA-MARSA FLOUR MIXES	STANDARD BRANDS
REBEL BEVERAGE	COCA COLA CO	RITE PACK CHICKENS	VALMAC INDUSTRIES INC
REBEL YELL BOURBON WHISKEY	NORTON SIMON, INC	PITMEESTER CIGARS	AMERICAN BRANDS INC
RECIPE BOOK DAIRY PRODUCTS	MID AMERICA DAIRYMEN INC	RITTENHOUSE RYE WHISKY	PUBLICKER INDUSTRIES INC
RECIPE CANNED DOG FOOD	CAMPBELL SOUP COMPANY	ITTER ASPARAGUS SPEARS	AGWAY INC
RECIPE DRY DOG FOOD	CAMPBELL SOUP COMPANY	ITTER GOLDEN BUTTER BEANS	AGWAY INC
RED BAND FLOUR	GENERAL MILLS INC	ITTER TOMATO CATSUP	AGWAY INC
RED BAND SHOOTENINGS	STANDARD BRANDS	ITTER TOMATO JUICE	AGWAY INC
RED BARON WINES	RAPID-AMERICAN CORPORATION	RITZ CRACKERS	NABISCO INC
RED HORSE CHEWING TOBACCO	LIGGET & MYERS INCORPORATE	RITZ CRACKERS	NABISCO INC
RED HOTS MEAT EXTENDER	GENERAL MILLS INC	PIVAL CANNED DOG FOOD	NABISCO INC
RED LABEL MILK REPLACER	AGWAY INC	RIVAL DRY DOG FOOD	NABISCO INC
RED MAN CHEWING TOBACCO	LIGGET & MYERS INCORPORATE	RIVER RICE	RIVIANA FOODS INC
RED ROSE GRAINS AND CONCENTRATES	CARNATION COMPANY	RIVERA WINES	RAPID-AMERICAN CORPORATION
RED SATIN BLENDED WHISKY	RAPID-AMERICAN CORPORATION	ROBERTSON'S WINES	STANDARD BRANDS
RED SEAL EVAPORATED MILK	CARNATION COMPANY	ROBIN HOOD FLOUR	INTERNATIONAL MULTIFOODS C
RED SEAL RICE	RICE GROWERS ASSOCIATION	ROBINSONS BABY FOODS	RECKITT & COLEMAN LTD
RED SKILLET DINNERS	ARCHER-DANIELS-MIDLAND COM	ROBINSONS BABY PORRIDGE OATS	RECKITT & COLEMAN LTD
RED TULIP CANDIES	BEATRICE FOODS CO	ROBINSONS BABY RICE	RECKITT & COLEMAN LTD
RED WHITE AND BLUE BEER	PAEST BREWING COMPANY	ROBINSONS BABY SYRUPS	RECKITT & COLEMAN LTD
RED WHITE AND BLUE LITE BEER	PAEST BREWING COMPANY	ROBINSONS BAPLEY WATERS	RECKITT & COLEMAN LTD
RED & WHITE CIGARETTES	PHILLIP MORRIS INCORPORATE	ROBINSONS MIXED CEREAL	RECKITT & COLEMAN LTD
REDDI-WIP INSTANT WHIPPED CREAM	NORTON SIMON, INC	ROBINSONS PATENT BARLEY	RECKITT & COLEMAN LTD
REDDY-ICE BLOCK ICE	SOUTHLAND CORPORATION	ROBINSONS PROTEIN CEREAL	RECKITT & COLEMAN LTD
REDDY-ICE PROCESSED ICE	SOUTHLAND CORPORATION	ROBINSONS TWIN PACK	RECKITT & COLEMAN LTD
REDI-MIX BAKING MIXES	GEORGE WESTON	ROBINSONS WHOLE FRUIT DRINKS	RECKITT & COLEMAN LTD
REDPACK CANNED VEGETABLES	CALIFORNIA CANNERS AND GRO	ROBT BURNS CIGARS	GENERAL CIGAR COMPANY
REED'S CANDY	H P HOOD INC	ROBT BURNS TIPARILLUS	GENERAL CIGAR COMPANY
REESE FOODS	PET INCORPORATED	RODEO BACON	UNITED BRANDS
REESE'S CANDIES	HERSHEY FOODS CORPORATION	RODEO MEAT PRODUCTS	UNITED BRANDS
REESE'S PEANUT BUTTER CUPS	HERSHEY FOODS CORPORATION	RUDEO WIENERS	UNITED BRANDS
REFRIGERATED WIENER WRAP	PILLSBURY COMPANY	POGERS AUTO PAINTS	GULF & WESTERN INDUSTRIES
REGENT BEVERAGES	NATIONAL INDUSTRIES INC	POI-TAN CIGARS	AMERICAN BRANDS INC
REGINA WINE VINEGARS	HEUBLEIN INC	POLD GOLD PRETZELS	PEPSICO INC
REIS-FIT RICE	GENERAL FOODS CORPORATION	RULO CANDY	HERSHEY FOODS CORPORATION
RELSKA VODKA	HEUBLEIN INC	POM OG KIRSEPAEF ICE CREAM	BEATRICE FOODS CO
REMY-PANNIER LOIRE WINES	RECKITT & COLEMAN LTD	ROMAN FROZEN PIZZA	H P HOOD INC
REMY-PANNIER WINES	LIGGET & MYERS INCORPORATE	ROMAN MEAL BAKERY PRODUCTS	FLOWERS INDUSTRIES, INC
RESPONSE MEAT EXTENDER	CENTRAL SOYA	ROMAN MEAL BREAD	INTERSTATE BRANDS CORPORAT
REUBEN SPECIALTY MEAT PRODUCTS	INTERNATIONAL MULTIFOODS C	ROMAN MEAL BREAD	CAMPBELL TAGGART INC
REVERE SUGAR	SUCREST CORPORATION	ROMANESQUE HUNGARIAN WINE	RECKITT & COLEMAN LTD
REX BRAND FROZEN TURKEYS	HUBBARD MILLING COMPANY	ROMANOFF CAVIAR	RIVIANA FOODS INC
REYCEP OF LYONS MEATS	J LYONS & CO LTD	ROMANOFF VODKA	STANDARD BRANDS
REYNO CIGARETTES	R J REYNOLDS INDUSTRIES IN	RON CARIOCA PUERTO RICAN RUM	RAPID-AMERICAN CORPORATION
REYNOLDS NO 1	R J REYNOLDS INDUSTRIES IN	RON LLAVE PUERTO RICAN RUM	SEAGRAM COMPANY LTD
RG DIETARY LECITHIN PRODUCTS	CENTRAL SOYA	RON LLAVE PUERTO RICAN RUM	SEAGRAM COMPANY LTD
RHEINGOLD BEER	CHOCK FULL O NUTS CORP	PUNRICO PUERTO RICAN RUM	SEAGRAM COMPANY LTD
RICASOLI WINES	SEAGRAM COMPANY LTD	PUNRICO PUERTO RICAN RUM	SEAGRAM COMPANY LTD
RICASOLI WINES	SEAGRAM COMPANY LTD	POSA BLANCA SOUP CUBES	GENERAL FOODS CORPORATION
RICELAND RICE	RICELAND FOODS INC	POSARITA MEXICAN FOODS	BEATRICE FOODS CO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
ROSE GROVE BUTTER	LAND O' LAKES	RY-CRISP CRACKERS	RALSTON PURINA
ROSE GROVE CHEESE-AMERICAN	LAND O' LAKES	R.J. REYNOLDS FOODS MULTI-PRODUCT AD	R J REYNOLDS INDUSTRIES IN
ROSE GROVE CHEESE-NATURAL	LAND O' LAKES		
ROSE GROVE CONDENSED MILK	LAND O' LAKES		
ROSE GROVE COTTAGE CHEESE	LAND O' LAKES	S & W CANNED CHILI MAKINS	IMASCO LTD
ROSE GROVE ICE CREAM PRODUCTS	LAND O' LAKES	S & W FINE FOODS	IMASCO LTD
ROSE GROVE MARGARINE	LAND O' LAKES	SABRA LIQUEUR	SEAGRAM COMPANY LTD
ROSE GROVE MILK	LAND O' LAKES	SABRA LIQUEUR	SEAGRAM COMPANY LTD
ROSE GROVE SOUR CREAM	LAND O' LAKES	SABRITAS POTATO CHIPS	PEPSICO INC
ROSE GROVE YOGURT	LAND O' LAKES	SACRAMENTO TOMATO JUICE	BORDEN INC
ROSE PICKLES AND RELISHES	INTERNATIONAL MULTIFOODS C	SACRAMENTO TOMATO PLUS VEGETABLE JUI	BORDEN INC
ROSEGARDEN WINE	FOREMOST-MCKESSON INC	SAC' TO TOM JUICE	BORDEN INC
ROSS WELLS MINK FOOD PELLETS	BEATRICE FOODS CO	SAFEWAY BACON	SAFEWAY STORES INCORPORATE
ROTHCHILDS CANDY	WALKER-LAMBERT COMPANY	SAFEWAY BREAD	SAFEWAY STORES INCORPORATE
ROTHMANS INTERNATIONAL CIGARETTES	ROTHMANS OF PALL MALL CANA	SAFEWAY CANNED HAMS	SAFEWAY STORES INCORPORATE
ROTHMANS KING SIZE FILTER CIGARETTES	ROTHMANS OF PALL MALL CANA	SAFEWAY CORN FLAKES	SAFEWAY STORES INCORPORATE
ROUGH'N PEA DY SAUSAGES	FAIRMONT FOODS COMPANY	SAFEWAY EGGS	SAFEWAY STORES INCORPORATE
ROUGH'N READY SMOKED & DRIED BEEF	FAIRMONT FOODS COMPANY	SAFEWAY FROZEN SEAFOOD	SAFEWAY STORES INCORPORATE
ROUGH'N READY WET-PACKED MEAT PRODUCT	FAIRMONT FOODS COMPANY	SAFEWAY MEAT	SAFEWAY STORES INCORPORATE
ROWNTREE CHOCOLATE MINTS	HERSHEY FOODS CORPORATION	SAFEWAY QUICK OATS	SAFEWAY STORES INCORPORATE
ROXY CIGARETTES	AMERICAN BRANDS INC	SAFEWAY WIENERS	SAFEWAY STORES INCORPORATE
ROYAL AGES SCOTCH WHISKY	LIGGET & MYERS INCORPORATE	SALAD MAGIC CKOUTONS	KROGER CO
ROYAL CANADIAN WHISKY	HIRAM WALKER-GOODERHAM & W	SALADA DRINK MIXES	KELLOGG COMPANY
ROYAL CREMO ICE CREAM	BEATRICE FOODS CO	SALADA FUDGE MIX	KELLOGG COMPANY
ROYAL CREST DAIRY PRODUCTS	NATIONAL INDUSTRIES INC	SALADA ICED TEA MIX	KELLOGG COMPANY
ROYAL CREST YOGURT	BEATRICE FOODS CO	SALADA MULTIPRODUCT ADVERTISING	KELLOGG COMPANY
ROYAL CROWN BEVERAGES	BEATRICE FOODS CO	SALADA REGULAR TEA	KELLOGG COMPANY
ROYAL CROWN BEVERAGES MULTIPRODUCT A	ROYAL CROWN COLA CO	SALEM EXTRA MENTHOL & MENTHOL FILTER	R J REYNOLDS INDUSTRIES IN
ROYAL CROWN COLA	ROYAL CROWN COLA CO	SALEM LIGHTS MENTHOL FILTER CIGARETT	R J REYNOLDS INDUSTRIES IN
ROYAL CROWN CONCENTRATE	ROYAL CROWN COLA CO	SALEM LONGS MENTHOL FILTERS	R J REYNOLDS INDUSTRIES IN
ROYAL CROWN DIET SODA	ROYAL CROWN COLA CO	SALEM MENTHOL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN
ROYAL CROWN RC COLA	SOUTHDOWN, INC	SALEM MENTHOL FILTER KINGS & SUPER K	R J REYNOLDS INDUSTRIES IN
ROYAL GELATIN DESSERT	STANDARD BRANDS	SALIGNAC BRANDY	HIRAM WALKER-GOODERHAM & W
ROYAL GREEN LAWN SEED	AGWAY INC	SALUTO FROZEN PIZZA	GENERAL MILLS INC
ROYAL HAWAIIAN MACADAMIA NUTS	CASTLE & COOKE INC	SAL-FRYCOOKING OIL	RICELAND FOODS INC
ROYAL ICE CREAM	UNILEVER	SAL-FRYSHORTENING	RICELAND FOODS INC
ROYAL PALM BEVERAGES	ASSOCIATED COCA-COLA BUTTL	SAMBUCA ORIGINALE WINES	SEAGRAM COMPANY LTD
ROYAL PANTRY FROZEN BREAD DOUGH	RCA CORPORATION	SAMBUCA ORIGINALE WINES	SEAGRAM COMPANY LTD
ROYAL SALUTE SCOTCH	SEAGRAM COMPANY LTD	SAMOVAR VODKA	RAPID-AMERICAN CORPORATION
ROYAL SALUTE SCOTCH	SEAGRAM COMPANY LTD	SAMSON SMOKING TOBACCO	AMERICAN BRANDS INC
ROYALE CIGARS	GENERAL CIGAR COMPANY	SAN GIORGIO FROZEN ITALIAN DISHES	HERSHEY FOODS CORPORATION
ROYALINA DRINKING POWDER	STANDARD BRANDS	SAN GIORGIO MACARONI	HERSHEY FOODS CORPORATION
ROYCO DIETETIC DRIED SOUPS	UNILEVER	SAN GIORGIO MULTI-PROD ADVERTISING	HERSHEY FOODS CORPORATION
RUDY'S FARM SAUSAGE	CONSOLIDATED FOODS CORPORA	SAN MARTIN DESSERT WINES	SOUTHDOWN, INC
RUFFLES POTATO CHIPS	PEPSICO INC	SAN MARTIN FRUIT & BERRY WINES	SOUTHDOWN, INC
RUM & MAPLE SMOKING TOBACCO	LIGGET & MYERS INCORPORATE	SAN MARTIN RED WINES	SOUTHDOWN, INC
RUMBARREL TOBACCO	GENERAL CIGAR COMPANY	SAN MARTIN SPARKLING WINES	SOUTHDOWN, INC
RUMBLES CLUB SODA	COCA-COLA BOTTLING COMPANY	SAN MARTIN WHITE WINES	SOUTHDOWN, INC
RUMBLES GINGER ALE	COCA-COLA BOTTLING COMPANY	SANDEMAN WINES	HIRAM WALKER-GOODERHAM & W
RUMBLES TONIC WATER	COCA-COLA BOTTLING COMPANY	SANGROLE SANGRIA WINE	HEUBLEIN INC
RUMDINGER RUM	SEAGRAM COMPANY LTD	SANKA COFFEE	GENERAL FOODS CORPORATION
RUMDINGER RUM	SEAGRAM COMPANY LTD	SANKA DECAFFEINATED COFFEE	GENERAL FOODS CORPORATION
RUMIC SAUCE MIXES	GENERAL FOODS CORPORATION	SANKA DECAFFEINATED COFFEE	GENERAL FOODS CORPORATION
RUSTCO BAKERY MIXES	FEDERAL COMPANY	SANKA FREEZE DRIED COFFEE	GENERAL FOODS CORPORATION
RUS-ETTE FROZEN POTATO PRODUCTS	CONSOLIDATED FOODS CORPORA	SANKA INSTANT & FREEZE DRIED	GENERAL FOODS CORPORATION

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
SANNA READY PAKS INSTANT OR FREEZE D	GENERAL FOODS CORPORATION	SCOTT FARM SEED CO SEED	INTERNATIONAL TELEPHONE AN
SANO YOGURT	BEATRICE FOODS CO	SCOTT PETERSEN MEAT PRODUCTS	UNITED BRANDS
SANSON ICE CREAM	BEATRICE FOODS CO	SCRAMBLEND EGGS	LAND O' LAKES
SANTIBA CLUB SOUP	COCA-COLA BOTTLING COMPANY	SEA BOY TUNA	C H B FOODS INC
SANTIBA GINGER ALE	COCA-COLA BOTTLING COMPANY	SEABROOK FARMS FROZEN FOODS	SPRINGS MILLS, INC
SANTIBA ISLAND MIX	COCA-COLA BOTTLING COMPANY	SEAGERS GIN	RAPID-AMERICAN CORPORATION
SANTIBA QUININA WATER	COCA-COLA BOTTLING COMPANY	SEAGRAMS CO LTD INSTITUTIONAL	SEAGRAM COMPANY LTD
SANTIER WINES	COCA-COLA BOTTLING COMPANY	SEAGRAM'S BENCHMARK BOURBON WHISKEY	SEAGRAM COMPANY LTD
SAO LUIZ BISCUITS	NESTLE ALIMENTANA S A	SEAGRAM'S BENCHMARK BOURBON WHISKEY	SEAGRAM COMPANY LTD
SARA LEE COOKIES	CONSOLIDATED FOODS CORPORA	SEAGRAM'S CROWN ROYAL WHISKY	SEAGRAM COMPANY LTD
SARA LEE FROZEN BREAKFAST RINGS	CONSOLIDATED FOODS CORPORA	SEAGRAM'S CROWN ROYAL WHISKY	SEAGRAM COMPANY LTD
SARA LEE FROZEN CAKES	CONSOLIDATED FOODS CORPORA	SEAGRAM'S EXTRA DRY GIN	SEAGRAM COMPANY LTD
SARA LEE FROZEN CHOCOLATES	CONSOLIDATED FOODS CORPORA	SEAGRAM'S EXTRA DRY GIN	SEAGRAM COMPANY LTD
SARA LEE FROZEN DANISH COFFEE CAKES	CONSOLIDATED FOODS CORPORA	SEAGRAM'S EXTRA DRY GIN & SCHWEPES	SEAGRAM COMPANY LTD
SARA LEE FROZEN ENTREES	CONSOLIDATED FOODS CORPORA	SEAGRAM'S EXTRA DRY GIN & SCHWEPES	SEAGRAM COMPANY LTD
SARA LEE FROZEN INTERNATIONAL DESSERT	CONSOLIDATED FOODS CORPORA	SEAGRAM'S V O CANADIAN WHISKY	SEAGRAM COMPANY LTD
SARA LEE FROZEN MAIN DISHES & SIDE D	CONSOLIDATED FOODS CORPORA	SEAGRAM'S V O CANADIAN WHISKY	SEAGRAM COMPANY LTD
SARA LEE FROZEN PIES	CONSOLIDATED FOODS CORPORA	SEAGRAM'S 7 CROWN WHISKEY	SEAGRAM COMPANY LTD
SARA LEE ICE CREAM	CONSOLIDATED FOODS CORPORA	SEAGRAM'S 7 CROWN WHISKEY	SEAGRAM COMPANY LTD
SARATOGA 120'S MENTHOL & FILTER CIGAR	PHILLIP MORRIS INCORPORATE	SEAGRAM'S 7 CROWN WHISKEY & 7 UP	SEAGRAM COMPANY LTD
SARI VEGETABLE DRINK	NESTLE ALIMENTANA S A	SEAGRAM'S 7 CROWN WHISKEY & 7 UP	SEAGRAM COMPANY LTD
SAROMA WORCESTERSHIRE SAUCE	STANDARD BRANDS	SEALTEST COTTAGE CHEESE	KRAFTCO CORPORATION
SATIS CANNED MEATS	UNILEVER	SEALTEST DAIRY PRODUCTS	KRAFTCO CORPORATION
SAUZA TEQUILA	NATIONAL DISTILLERS AND CH	SEALTEST FRUIT JUICES	KRAFTCO CORPORATION
SAVARIN AUTOMATIC FILTER COFFEE	AMERICAN MAIZE-PRODUCTS CO	SEALTEST ICE CREAM	KRAFTCO CORPORATION
SAVARIN INSTANT COFFEE	AMERICAN MAIZE-PRODUCTS CO	SEALTEST LIGHT N LIVELY COTTAGE CHEE	KRAFTCO CORPORATION
SAVARIN REGULAR COFFEE	AMERICAN MAIZE-PRODUCTS CO	SEALTEST LIGHT N LIVELY ICE MILK	KRAFTCO CORPORATION
SAVALA COFFEE LIQUEUR	RAPID-AMERICAN CORPORATION	SEALTEST LIGHT N LIVELY MILK	KRAFTCO CORPORATION
SCHAEFER BEER	F & M SCHAEFER CORPORATION	SEALTEST LIGHT N LIVELY MULTI PRODUC	KRAFTCO CORPORATION
SCHENLEY GIN & VODKA	RAPID-AMERICAN CORPORATION	SEALTEST LIGHT N LIVELY YOGURT	KRAFTCO CORPORATION
SCHENLEY MULTIPRODUCT ADVERTISING	RAPID-AMERICAN CORPORATION	SEALTEST MILK	KRAFTCO CORPORATION
SCHENLEY O F C CANADIAN WHISKY	RAPID-AMERICAN CORPORATION	SEALTEST YOGURT	KRAFTCO CORPORATION
SCHENLEY RESERVE WHISKY	RAPID-AMERICAN CORPORATION	SEAPAK FROZEN SEAFOOD	W R GRACE & CO
SCHICKHOUS FRANKS	ESMARK INC	SEGO LIQUID DIET FOOD & SPOON-UP PUD	PET INCORPORATED
SCHICKHOUS MEAT PRODUCTS	ESMARK INC	SEGO MULTIPRODUCT ADVERTISING	PET INCORPORATED
SCHILLING CASSEPOLES	MCCORMICK & COMPANY INC	SELLO ROJO RICE	RICE GROWERS ASSOCIATION
SCHILLING GRAVY	MCCORMICK & COMPANY INC	SENIOR SERVICE CIGARETTES	AMERICAN BRANDS INC
SCHILLING HERBS AND SPICES & MJB RIC	MCCORMICK & COMPANY INC	SESAME PRODUCTS	MCCORMICK & COMPANY INC
SCHILLING SAUCE MIXES	MCCORMICK & COMPANY INC	SEVEN SEAS SALAD DRESSINGS	ANDERSON, CLAYTON & CO
SCHILLING SEASONING	MCCORMICK & COMPANY INC	SEVILLA RUM	PUBLICKER INDUSTRIES INC
SCHILLING SKILLET DINNERS	MCCORMICK & COMPANY INC	SEXTON DAIRY PRODUCTS	BEATRICE FOODS CO
SCHLAG-FIT TOPPING MIX	GENERAL FOODS CORPORATION	SEXTON FROZEN FOODS	BEATRICE FOODS CO
SCHLITZ BEER	JOS SCHLITZ BREWING COMPA	SHADY OAK FRESH MUSHROOMS	CASTLE & COOKE INC
SCHLITZ LIGHT BEER	JOS SCHLITZ BREWING COMPA	SHAKE 'N BAKE SEASONED COATING MIXES	GENERAL FOODS CORPORATION
SCHLITZ MALT LIQUOR	JOS SCHLITZ BREWING COMPA	SHAKE 'N BAKE MIXES	GENERAL FOODS CORPORATION
SCHMIDT BAKERY PRODUCTS	INTEKSTATE BRANDS CORPORAT	SHASTA DIET SOFT DRINKS	CONSOLIDATED FOODS CORPORA
SCHMIDT BEER	G HEILEMAN BREWING COMPANY	SHASTA SOFT DRINKS	CONSOLIDATED FOODS CORPORA
SCHMIDTS OF PHILADELPHIA BEER	C SCHMIDT & SONS	SHEDDS LADY BETTY PRUNE JUICE	BEATRICE FOODS CO
SCHRAFFTS CANDY	GULF & WESTERN INDUSTRIES	SHEDDS PEANUT BUTTER	BEATRICE FOODS CO
SCHULER POTATO CHIPS	GENERAL CIGAR COMPANY	SHELTON CIGARETTES	PHILLIP MORRIS INCORPORATE
SCHWEIGERT'S MEAT PRODUCTS	GREEN GIANT COMPANY	SHERWOOD FOREST WILD BIRD FOOD	INTERNATIONAL MULTIFOODS C
SCHWEIGERT'S SUPPER SAUSAGES	GREEN GIANT COMPANY	SHIRPIFF POTATO FLAKES	KELLOGG COMPANY
SCHWEPES BEVERAGES	BEATRICE FOODS CO	SHORGOOD CHICKEN FRANKS	KANE-MILLER CORP
SCIENCE DIET PET FOOD	ARIZONA FOODS INC	SHREDDIES WHEAT CEREAL	NABISCO INC
SCOOP ICE MILK	LEAN FOODS COMPANY	SHRIMP CRISPS	CONSOLIDATED FOODS CORPORA

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
SHRIMP STICKS	CONSOLIDATED FOODS CORPORA	SNICKERS CANDY BAR	MARS INC
SHULA-KAI CANDY	KALSTON PURINA	SNIK SNACK STICKS CANDY	MARS INC
SIEBERTS BOUQUET TRINIDAD RUM	GLENNMORE DISTILLERS CO	SNOOPY DOG FOOD	CONAGRA INC
SIESTA COFFEE	GENERAL FOODS CORPORATION	SNOW CROP FROZEN FOODS	SPRINGS MILLS, INC
SIGLO WINES	RAPID-AMERICAN CORPORATION	SNOW CROP FROZEN ORANGE JUICE	COCA COLA CO
SILK CUT CIGARETTES	AMERICAN BRANDS INC	SNOWDRIFT SHORTENING	NORTON SIMON, INC
SILVA THINS 100% REGULAR & MENTHOL	AMERICAN BRANDS INC	SNOWS CANNED CHOWDERS	BORDEN INC
SILVER FLOSS BAVARIAN STYLE SAUERKRAUT	AGWAY INC	SNOWS CLAMS	BORDEN INC
SILVER FLOSS SAUERKRAUT	AGWAY INC	SNYDER'S OF BERLIN BARBEQUE CHIPS	AGWAY INC
SILVER FLOSS SAUERKRAUT JUICE	AGWAY INC	SNYDER'S OF BERLIN CHEESE CURLS	AGWAY INC
SILVER PEARL RICE	RICE GROWERS ASSOCIATION	SNYDER'S OF BERLIN CHEESE POPCORN	AGWAY INC
SIMILAC ADVANCE INFANT MILK	ABBOTT LABORATORIES	SNYDER'S OF BERLIN CORN CHIPS	AGWAY INC
SIMILAC INFANT FORMULA	ABBOTT LABORATORIES	SNYDER'S OF BERLIN POTATO CHIPS	AGWAY INC
SIMPLE 'N DELICIOUS BREAD MIX	FOREMOST-MCKESSON INC	SNYDER'S OF BERLIN PRETZELS	AGWAY INC
SINATRA FRUIT DRINK	BEATRICE FOODS CO	SNYDER'S OF BERLIN TACO FLAVORED TORTILLAS	AGWAY INC
SIR ROBERT BURNETT'S GIN	SEAGRAM COMPANY LTD	SNYDER'S OF BERLIN TORTILLA CHIPS	AGWAY INC
SIR ROBERT BURNETT'S GIN	SEAGRAM COMPANY LTD	SOFT SPREAD IMPERIAL MARGARINE	UNILEVER
SIR WALTER KALEIGH PIPE TOBACCO	BRITISH AMERICAN TOBACCO	SOIR DE FRANCE CHOCOLATES	NESTLE ALIMENTANA S A
SIZEWIZE COMBINATION VEGETABLES	STOKELY-VAN CAMP INC	SOL CAFE COFFEE	J LYONS & CO LTD
SKALLORNA SMOKING TOBACCO	AMERICAN BRANDS INC	SOLIS SAUCES	CARNATION COMPANY
SKANDINAVIK SMOKING TOBACCO	GENERAL CIGAR COMPANY	SOLO DAIRY PRODUCTS	FOREMOST-MCKESSON INC
SKIPPY CANNED CAT FOOD	NATIONAL CAN CORP	SOMETHING SPECIAL WHISKY	SEAGRAM COMPANY LTD
SKIPPY CANNED DOG FOOD	NATIONAL CAN CORP	SOMETHING SPECIAL WHISKY	SEAGRAM COMPANY LTD
SKIPPY DOG FOOD	NATIONAL CAN CORP	SOOPER SCOOP ICE CREAM PRODUCTS	UNITED DAIRYMANS ASSOCIATION
SKIPPY DRY DOG FOOD	NATIONAL CAN CORP	SOTTILETTE CHEESE	KRAFTCO CORPORATION
SKIPPY NUTS	LPC INTERNATIONAL INC	SOUPTIME INSTANT SOUP	NESTLE ALIMENTANA S A
SKIPPY PEANUT BUTTER	LPC INTERNATIONAL INC	SOUP'S ON SOUP & GRAVY BASES	MORTON-NORWICH PRODUCTS, INC
SKITTLE CHIPS CRACKERS	NABISCO INC	SOUR CREAM 'N CHIVE DIP	GENERAL MILLS INC
SKOL VODKA	PUBLICKER INDUSTRIES INC	SOUTHDOWN GRANULATED SUGAR	SOUTHDOWN, INC
SKOL VODKA	HIRAM WALKER-GOODERHAM & W	SOUTHDOWN LIQUID SUGAR	SOUTHDOWN, INC
SKOOTER PUNCH	PET INCORPORATED	SOUTHERN BISCUIT FLOUR	GEORGE WESTON
SKY LARK BLENDED WHISKEY	STANDARD BRANDS	SOUTHERN BISCUIT MULTIPRODUCT ADVERTISING	GEORGE WESTON
SLEEPY HOLLOW SYRUP	SAFEWAY STORES INCORPORATE	SOUTHERN BISCUIT RED-MIX	GEORGE WESTON
SLENDER DIET FOODS	CARNATION COMPANY	SOVERAIN WINES	PILLSBURY COMPANY
SLIM JIM MEAT SNACKS	GENERAL MILLS INC	SOVEREIGN CIGARETTES	AMERICAN BRANDS INC
SLIM KINGS FILTER CIGARETTES	IMPERIAL GROUP LIMITED	SOYLOIN SOY PRODUCT	AMERICAN BRANDS INC
SLURPEE SYRUPS	SOUTHLAND CORPORATION	SPAM CANNED LUNCHEON MEAT	GEO A HORMEL & COMPANY
SMA INFANT FORMULA	AMERICAN HOME PRODUCTS CORP	SPAM DEVILED SPREAD	GEO A HORMEL & COMPANY
SMIRNOFF SILVER VODKA	HEUBLEIN INC	SPANADA WINE	E & J GALLO WINERY
SMIRNOFF VODKA	HEUBLEIN INC	SPANISH OLIVES	RIVIANA FOODS INC
SMIRNOFF VODKA	HEUBLEIN INC	SPARK PLUG CHEWING TOBACCO	LIGGETT & MYERS INCORPORATE
SMITH BROTHERS COUGH DROPS	WARNER-LAMBERT COMPANY	SPARKLE ICE	FAIRMONT FOODS COMPANY
SMITHFIELD BACON	SMITHFIELD FOODS INC	SPARKLETS BOTTLED DRINKING WATER	FOREMOST-MCKESSON INC
SMITHFIELD FRANKS	SMITHFIELD FOODS INC	SPARTAN MULTI-GRAIN BREADS	FLOWERS INDUSTRIES, INC
SMITHFIELD MEAT PRODUCTS	SMITHFIELD FOODS INC	SPECIALTY FOODS CANNED VEGETABLES	FLOWERS INDUSTRIES, INC
SMOKIES SAUSAGES	FAIRMONT FOODS COMPANY	SPECIALTY FOODS FROZEN FRUIT COBBLE	FLOWERS INDUSTRIES, INC
SMOKIES SMOKED & DRIED BEEF	FAIRMONT FOODS COMPANY	SPECIALTY FOODS FROZEN FRUITS	FLOWERS INDUSTRIES, INC
SMOKIES WET-PACKED MEAT PRODUCTS	FAIRMONT FOODS COMPANY	SPECIALTY FOODS FROZEN VEGETABLES	FLOWERS INDUSTRIES, INC
SMOKING TOBACCO	AMERICAN BRANDS INC	SPECIALTY FOODS MEAT PRODUCTS	FLOWERS INDUSTRIES, INC
SMOOTHIE CHOCOLATE COV LUP CANDIES	AMERICAN MAIZE-PRODUCTS CO	SPECIALTY FOODS POULTRY PRODUCTS	FLOWERS INDUSTRIES, INC
SMUGGLER CANDY BARS	KALSTON PURINA	SPEY DRIFTED SNOW FLOUR	GENERAL MILLS INC
SNACK TIME POTATO CHIPS	FAIRMONT FOODS COMPANY	SPEY ROYAL WHISKEY	AMERICAN BRANDS INC
SNACKIN' CAKE CAKE MIXES	GENERAL MILLS INC	SPOON-SIZE SHREDDED WHEAT	NABISCO INC
SNAP-E-TOM TOMATO COCKTAIL	HEUBLEIN INC	SPOON-SIZE SHREDDED WHEAT	NABISCO INC
SNAX CHEESE SNACKS	BEATRICE FOODS CO	SPORTMIX DRY PET FOOD	NATIONAL CAN CORP

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
SPORTSMAN CIGARETTES	ROTHMANS OF PALL MALL CANA	STOKELY'S FINEST CORN	STOKELY-VAN CAMP INC
SPORTSMAN FILTER CIGARETTES	ROTHMANS OF PALL MALL CANA	STOKELY'S FINEST CUT CORN	STOKELY-VAN CAMP INC
SPORTSMAN KING SIZE FILTER CIGARETTE	ROTHMANS OF PALL MALL CANA	STOKELY'S FINEST CUT GREEN BEANS	STOKELY-VAN CAMP INC
SPOTLIGHT GROUND COFFEE	KRUGER CO	STOKELY'S FINEST FORDHOOK LIMA BEANS	STOKELY-VAN CAMP INC
SPRECKELS REFINED SWEET SUGARS	AMSTAR CORPORATION	STOKELY'S FINEST FROZEN VEGETABLES	STOKELY-VAN CAMP INC
SPRITE BEVERAGE	COCA-COLA BOTTLING COMPANY	STOKELY'S FINEST FRUIT COCKTAIL	STOKELY-VAN CAMP INC
SPRITE BEVERAGE	COCA COLA CO	STOKELY'S FINEST GRAPEFRUIT JUICE	STOKELY-VAN CAMP INC
SPRITE DIET BEVERAGE	COCA COLA CO	STOKELY'S FINEST GREEN BEANS	STOKELY-VAN CAMP INC
SPRITE SOFT DRINK	ASSOCIATED COCA-COLA BOTTL	STOKELY'S FINEST LIMA BEANS	STOKELY-VAN CAMP INC
SPRY SHORTENING	UNILEVER	STOKELY'S FINEST ORANGE JUICE	STOKELY-VAN CAMP INC
SQUARE MEALS SOFT MOIST CAT FOOD	H J HEINZ COMPANY	STOKELY'S FINEST PEACHES	STOKELY-VAN CAMP INC
SQUARE TOBACCO	GENERAL CIGAR COMPANY	STOKELY'S FINEST PEARS	STOKELY-VAN CAMP INC
SQUART BEVERAGE	SOUTHDOWN, INC	STOKELY'S FINEST PEAS	STOKELY-VAN CAMP INC
SQUOZE DRINK MIX	PILLSBURY COMPANY	STOKELY'S FINEST PEAS & CARROTS	STOKELY-VAN CAMP INC
ST LOUIS INDEPENDENT PACKING CO	ESMARK INC	STOKELY'S FINEST POTATOES	STOKELY-VAN CAMP INC
ST MORITZ MENTHOL 100'S FILTER CIGAR	LIGGET & MYERS INCORPORATE	STOKELY'S FINEST PUMPKIN	STOKELY-VAN CAMP INC
ST MORITZ 100'S FILTER CIGARETTES	LIGGET & MYERS INCORPORATE	STOKELY'S FINEST SAUERKRAUT	STOKELY-VAN CAMP INC
ST PAULI GIRL GERMAN BEEF	FOREMOST-MCKESSON INC	STOKELY'S FINEST SHELLIE BEANS	STOKELY-VAN CAMP INC
STABILAC EVAPORATED MILK	BEATRICE FOODS CO	STOKELY'S FINEST SPINACH	STOKELY-VAN CAMP INC
STACKABLES POTATO CHIPS	BORDEN INC	STOKELY'S FINEST SPINACH	STOKELY-VAN CAMP INC
STAG BEER	ROTHMANS OF PALL MALL CANA	STOKELY'S FINEST SQUASH	STOKELY-VAN CAMP INC
STALEY SWEET LIX RABON	AGWAY INC	STOKELY'S FINEST STRAWBERRIES	STOKELY-VAN CAMP INC
STALEY SYRUP	A E STALEY MANUFACTURING C	STOKELY'S FINEST SWEET PEAS	STOKELY-VAN CAMP INC
STAR CHEWING TOBACCO	LIGGET & MYERS INCORPORATE	STOKELY'S FINEST TOMATO JUICE	STOKELY-VAN CAMP INC
STAR KIST TUNA	H J HEINZ COMPANY	STOKELY'S FINEST TOMATOES	STOKELY-VAN CAMP INC
STARS AND SPICE DONUT MIXES	PEAVEY COMPANY	STOKELY'S FINEST TURNIP GREENS	STOKELY-VAN CAMP INC
START INSTANT BREAKFAST DRINK	GENERAL FOODS CORPORATION	STOKELY'S FINEST WAX BEANS	STOKELY-VAN CAMP INC
START INSTANT BREAKFAST DRINKS	GENERAL FOODS CORPORATION	STOLICHNAYA VODKA	PEPSICO INC
STASSANO DESSERTS	BEATRICE FOODS CO	STOLICHNAYA VODKA	PUBLICUCKER INDUSTRIES INC
STASSANO MILK	BEATRICE FOODS CO	STONE MOUNTAIN GREEN BEANS	STOKELY-VAN CAMP INC
STATE BRAND BUTTER	ASSOCIATED MILK PRODUCERS	STOUFFERS BOIL IN BAGS FOODS	NESTLE ALIMENTANA S A
STATE BRAND CHEESE-AMERICAN	ASSOCIATED MILK PRODUCERS	STOUFFERS FROZEN CAKES	NESTLE ALIMENTANA S A
STATE BRAND CHEESE-NATURAL	ASSOCIATED MILK PRODUCERS	STOUFFERS FROZEN CAKES & REDDI-WIP	NESTLE ALIMENTANA S A
STAY'N SHAPE DAIRY PRODUCTS	KRAFTCO CORPORATION	STOUFFERS FROZEN DESSERT SOUFFLES	NESTLE ALIMENTANA S A
STEINGENBERGER WINES	NATIONAL DISTILLERS AND CH	STOUFFERS FROZEN DINNERS	NESTLE ALIMENTANA S A
STERLING BEER	G HEILEMAN BREWING COMPANY	STOUFFERS FROZEN ENTREES	NESTLE ALIMENTANA S A
STITZEL-WELLER'S CANADA DRY BOURBON	NORTON SIMON, INC	STOUFFERS FROZEN FOODS	NESTLE ALIMENTANA S A
STITZEL-WELLER'S CANADA DRY GIN	NORTON SIMON, INC	STOUFFERS FROZEN FRENCH BREAD PIZZAS	NESTLE ALIMENTANA S A
STITZEL-WELLER'S CANADA DRY VODKA	NORTON SIMON, INC	STOUFFERS FROZEN MACARONI & CHEESE	NESTLE ALIMENTANA S A
STOCK BRANDY	RAPID-AMERICAN CORPORATION	STOUFFERS FROZEN MEAT PIES	NESTLE ALIMENTANA S A
STOCK VERMOUTH	RAPID-AMERICAN CORPORATION	STOUFFERS FROZEN PASTRY	NESTLE ALIMENTANA S A
STOKELY'S FINEST APPLESAUCE	STOKELY-VAN CAMP INC	STOUFFERS FROZEN PIZZA	NESTLE ALIMENTANA S A
STOKELY'S FINEST APRICOTS	STOKELY-VAN CAMP INC	STOUFFERS FROZEN SIDE DISHES	NESTLE ALIMENTANA S A
STOKELY'S FINEST ASPARAGUS	STOKELY-VAN CAMP INC	STOUFFERS ICE CREAM	NESTLE ALIMENTANA S A
STOKELY'S FINEST BABY LIMA BEANS	STOKELY-VAN CAMP INC	STOVE TOP STUFFING MIX	GENERAL FOODS CORPORATION
STOKELY'S FINEST BEETS	STOKELY-VAN CAMP INC	STRATHCONON SCOTCH WHISKY	HEUBLEIN INC
STOKELY'S FINEST BROCCOLI	STOKELY-VAN CAMP INC	STREGA LIQUEUR	RAPID-AMERICAN CORPORATION
STOKELY'S FINEST BRUSSELS SPROUTS	STOKELY-VAN CAMP INC	STREUSEL SWIRL DESSERT CAKE MIX	PILLSBURY COMPANY
STOKELY'S FINEST CANNED FOODS	STOKELY-VAN CAMP INC	STROHS BEER	STROH BREWERY
STOKELY'S FINEST CANNED FRUITS	STOKELY-VAN CAMP INC	STRONG DRY DOG FOOD	CARNATION COMPANY
STOKELY'S FINEST CANNED VEGETABLES	STOKELY-VAN CAMP INC	STRONGHEART DOG FOOD CANNED AND DRIE	ESMARK INC
STOKELY'S FINEST CATSUP	STOKELY-VAN CAMP INC	STUCKEY'S CANDIES	PET INCORPORATED
STOKELY'S FINEST CAULIFLOWER	STOKELY-VAN CAMP INC	SUCARYL NON-CALORIC SWEETENERS	ABBOTT LABORATORIES
STOKELY'S FINEST CHERRIES	STOKELY-VAN CAMP INC	SUCREST SUGAR	SUCREST CORPORATION
STOKELY'S FINEST COMBINATION VEGETAB	STOKELY-VAN CAMP INC	SUEDES 120'S FILTER CIGARETTES REGULA	BRITISH AMERICAN TOBACCO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
SUGAR CREEK DAIRY PRODUCTS	KRAFTCO CORPORATION	SWANSON ENTREES	CAMPBELL SOUP COMPANY
SUGAR CREEK ICE CREAM	KRAFTCO CORPORATION	SWANSON FRIED CHICKEN	CAMPBELL SOUP COMPANY
SUGAR DADDY CANDY BAR	NEBISCO INC	SWANSON FROZEN BREAKFASTS	CAMPBELL SOUP COMPANY
SUGAR FREE 7UP	SEVEN-UP COMPANY	SWANSON MEAT PIES	CAMPBELL SOUP COMPANY
SUGAR FREE 7UP EXTRACT	SEVEN-UP COMPANY	SWEET STAKES MACKEREL	C H B FOODS INC
SUGAR FREE 7UP FOUNTAIN SYRUP	SEVEN-UP COMPANY	SWEET LOVE HORSE FEED	SAVANNAH FOODS & INDUSTRIES
SULKY NUTS	GENERAL FOODS CORPORATION	SWEET 10 LIQUID SWEETENER	PILLSBURY COMPANY
SUMMERTIME SMOKING TOBACCO	LIGGETT & MYERS INCORPORATE	SWEETANA NON CALORIC SWEETENER	SQUIBB CORPORATION
SUMMIT WINES	JOS SCHLITZ BREWING COMPANY	SWEETHEART BREAD	INTERSTATE BRANDS CORPORATION
SUN CHIPS	PEPSICO INC	SWEETLIX LIVESTOCK FEED BLOCKS	A E STALEY MANUFACTURING CO
SUN COUNTRY GRANOLA CEREALS	INTERNATIONAL MULTIFOODS CO	SWEETONE DRIED MOLASSES CONCENTRATE	A E STALEY MANUFACTURING CO
SUN MAID RAISINS-VEND & SPECIALTY PA	STANDARD BRANDS	SWEETEN SIMPLE SWEET ROLL MIX	PILLSBURY COMPANY
SUNBEAM BREAD	BEATRICE FOODS CO	SWIFTS HAM-IN-THE-ROUND CANNED PATTI	ESMARK INC
SUNBEAM DOUGHNUTS	FLOWERS INDUSTRIES, INC	SWIFTS PREMIUM BACON	ESMARK INC
SUNBEAM FROZEN DOUGHNUTS	FLOWERS INDUSTRIES, INC	SWIFTS PREMIUM BEEF	ESMARK INC
SUNBEAM FROZEN PIE SHELLS	FLOWERS INDUSTRIES, INC	SWIFTS PREMIUM BROWN N SERVE SAUSAGE	ESMARK INC
SUNBEAM PIES	FLOWERS INDUSTRIES, INC	SWIFTS PREMIUM BUTTERBALL TURKEY	ESMARK INC
SUNBEAM ROLLS & BUNS	FLOWERS INDUSTRIES, INC	SWIFTS PREMIUM FRANKS	ESMARK INC
SUNBEAM SNACK CAKES	FLOWERS INDUSTRIES, INC	SWIFTS PREMIUM MEATS	ESMARK INC
SUNBEAM SWEET GOODS	FLOWERS INDUSTRIES, INC	SWIFTS PREMIUM SIZZLIN LEAN STRIPS	ESMARK INC
SUNBEAM VARIETY BREADS	FLOWERS INDUSTRIES, INC	SWIFT'S SWEET CREAM	ESMARK INC
SUNBEAM WHITE BREAD	FLOWERS INDUSTRIES, INC	SWISHER SWEET CIGARS	AMERICAN MAIZE-PRODUCTS CO
SUNKIST SUNSHINE GOLD FRUIT DRINK	R J REYNOLDS INDUSTRIES INC	SWISS CHEESE CRACKERS	NEBISCO INC
SUNNY DELIGHT CITRUS DRINK	ASSOCIATED COCA-COLA BOTTL	SWISS KNIGHT CHEESE	NESTLE ALIMENTANA S A
SUNNY SEVEN FRUIT JUICES	SOUTHLAND CORPORATION	SWISS MISS INSTANT COCOA MIX	BEATRICE FOODS CO
SUNNYBANK MARGARINE	SAFeway STORES INCORPORATE	SWISS MISS READY TO EAT PUDDING	BEATRICE FOODS CO
SUNNYLAND MARGARINE	KANE-MILLER CORP	SWISS PARFAIT DAIRY PRODUCTS	KRAFTCO CORPORATION
SUNNYLAND MEAT PRODUCTS	SUNNYLAND PACKING CO	SWISS ROLLS SNACK CAKES	GEORGE WESTON
SUNSHAKE BREAKFAST DIET DRINKS	NATIONAL GRAPE COOPERATIVE	SWITZERS CANDY	BEATRICE FOODS CO
SUNSHINE COOKIES	AMERICAN BRANDS INC	S26 INFANT FORMULA	AMERICAN HOME PRODUCTS COR
SUNSHINE CORN CHIPS	AMERICAN BRANDS INC		
SUNSHINE CRACKERS	AMERICAN BRANDS INC		
SUNSHINE GREEN BEANS	STOKELY-VAN CAMP INC	TAB BLACK CHERRY	COCA-COLA BOTTLING COMPANY
SUNSHINE PIMIENTOS	STOKELY-VAN CAMP INC	TAB GINGER ALE	COCA-COLA BOTTLING COMPANY
SUNSHINE RUTABAGAS	STOKELY-VAN CAMP INC	TAB LOW CALORIE BEVERAGES	COCA COLA CO
SUNSHINE SNACKS	AMERICAN BRANDS INC	TAB LOW CALORIE SOFT DRINK	COCA-COLA BOTTLING LOS ANG
SUNSPICED FRESH VEGETABLES	SAFeway STORES INCORPORATE	TAB LOW CALORIE SOFT DRINK	ASSOCIATED COCA-COLA BOTTL
SUNSWEEP PRUNE JUICE	AMERICAN BRANDS INC	TAB LOW CALORIE SOFT DRINK	COCA-COLA BOTTLING COMPANY
SUPER M MENTHOL FILTER CIGARETTE	AMERICAN BRANDS INC	TAB ROOT BEER	COCA-COLA BOTTLING COMPANY
SUPER MOTT'S PRUNE JUICE	AMERICAN BRANDS INC	TABARIN FRENCH WINES	RECKITT & COLEMAN LTD
SUPER NOISETTES TABLET	NESTLE ALIMENTANA S A	TABBY CANNED CAT FOOD	UNILEVER
SUPERIOR POTATO CHIPS	WARD FOODS INC	TABBY TENDER DINNERS CAT FOOD	UNILEVER
SUPERIORS BACON	SUPERIOR BRAND MEATS INC	TABLE TALK FRESH PIES	SQUIBB CORPORATION
SUPERIORS BRAND FRANKS	SUPERIOR BRAND MEATS INC	TABLE TALK FROZEN PIES	SQUIBB CORPORATION
SUPERIORS LUNCHEON MEAT	SUPERIOR BRAND MEATS INC	TABLE TRIM PORK	UNITED BRANDS
SUPERIORS MEAT PRODUCTS	SUPERIOR BRAND MEATS INC	TAILLEFERS BACON	IMASCO LTD
SUPERSWEET FEEDS	INTERNATIONAL MULTIFOODS CO	TAILLEFERS BOLOGNA	IMASCO LTD
SUPREME FRUIT DRINKS	TROPICANA PRODUCTS, INC	TAILLEFERS HAM	IMASCO LTD
SUPREME SUGAR	ARCHER-DANIELS-MIDLAND COM	TAILLEFERS LUNCHEON MEATS	IMASCO LTD
SURE-JELL FRUIT PECTINS	GENERAL FOODS CORPORATION	TAILLEFERS PATES	IMASCO LTD
SUZE APERITIF	STANDARD BRANDS	TAILLEFERS SAUSAGE	IMASCO LTD
SWANS DOWN CAKE FLOUR AND MIXES	GENERAL FOODS CORPORATION	TAKE HOME ICE CREAM	UNILEVER
SWANS DOWN FLOUR	GENERAL FOODS CORPORATION	TALL FILTER 420S REGULAR & MENTHOL	AMERICAN BRANDS INC
SWANSON CANNED BONED TURKEY & CHICKEN	CAMPBELL SOUP COMPANY	TALLY HO ICE CREAM	DEAN FOODS COMPANY
SWANSON DINNERS	CAMPBELL SOUP COMPANY	TAMATINA FLAN DESSERT	STANDARD BRANDS

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
TANG BEVERAGE MIX	GENERAL FOODS CORPORATION	THANK YOU APPLESAUCE	AGWAY INC
TANG INSTANT BREAKFAST DRINK	GENERAL FOODS CORPORATION	THANK YOU ASPARAGUS	AGWAY INC
TANG INSTANT BREAKFAST DRINK	GENERAL FOODS CORPORATION	THANK YOU BLACKBERRIES	AGWAY INC
TANQUERAY LONDON GIN	NORTON SIMON, INC	THANK YOU BLUEBERRIES	AGWAY INC
TAREYTON FILTER CIGARETTES	AMERICAN BRANDS INC	THANK YOU FINGERLING CARROTS	AGWAY INC
TASTERS CHOICE COFFEE PREMIUM OFFER	NESTLE ALIMENTANA S A	THANK YOU GREEN BEANS	AGWAY INC
TASTERS CHOICE DECAFFEINATED COFFEE	NESTLE ALIMENTANA S A	THANK YOU PEARS	AGWAY INC
TASTERS CHOICE FREEZE-DRIED COFFEE	NESTLE ALIMENTANA S A	THANK YOU PIE FILLINGS	AGWAY INC
TASTERS CHOICE FREEZE-DRIED & DECAFF	NESTLE ALIMENTANA S A	THANK YOU PUDDINGS	AGWAY INC
TASTEX MARGARINES	STANDARD BRANDS	THANK YOU SELF STABLE CHIP SIPS	AGWAY INC
TASTY BIRD CHICKENS	VALMAC INDUSTRIES INC	THANK YOU SPICED FRUITS	AGWAY INC
TAVA LIQUEUR	HEUBLEIN INC	THANK YOU STANLEY PRUNE PLUMS	AGWAY INC
TAXI BISCUITS	UNITED BISCUITS LTD (KEEBL	THANK YOU SWEET CHERRIES	AGWAY INC
TAYSTEE BREAD	AMERICAN BAKERIES COMPANY	THANK YOU TART CHERRIES	AGWAY INC
TAYSTEE BREAD CRUMBS	AMERICAN BAKERIES COMPANY	THANK YOU TOMATO JUICE	AGWAY INC
TAYSTEE DONUTS	AMERICAN BAKERIES COMPANY	THANK YOU WAX BEANS	AGWAY INC
TAYSTEE ROLLS	AMERICAN BAKERIES COMPANY	THE CARDINAL GUM INDUSTRIAL STARCH	ANHEUSER-BUSCH INCORPORATE
TAYSTEE SWEET ROLLS	AMERICAN BAKERIES COMPANY	THE CLUB COCKTAILS	HEUBLEIN INC
TCR I CALF FEEDS	AGWAY INC	THE FAMOUS GROUSE SCOTCH WHISKY	LIGGET & MYERS INCORPORATE
TCR II CALF FEEDS	AGWAY INC	THE SPREADABLES SANDWICH SPREADS	CARNATION COMPANY
TEA TIME	NABISCO INC	THE UNCOLA EXTRACT	SEVEN-UP COMPANY
TEAM FLAKES CEREALS	NABISCO INC	THIN-N-THICK DELAYED VISCOSITY STARCH	A E STALEY MANUFACTURING CO
TECATE BEER	SOUTHDOWN, INC	THOMAS J WEBB COFFEE	COCA COLA CO
TEEM BEVERAGE	PEPSICO INC	THOMAS' ENGLISH MUFFINS	CPC INTERNATIONAL INC
TEMPER GRAIN CONDITIONER	CARNATION COMPANY	THOMAS' TOAST-R-CAKES	CPC INTERNATIONAL INC
TEMP-TEE ICE CREAM	KRAFTCO CORPORATION	THORN APPLE VALLEY BACON	FREDERICK & HEHRUD INC
TEN HIGH BOURBON WHISKEY	HIRAM WALKER-GOODERHAM & W	THORNE'S 12 SCOTCH WHISKY	HIRAM WALKER-GOODERHAM & W
TENCO COFFEE	COCA COLA CO	THORO-FED CANNED DOG FOOD	MARS INC
TENDER BAKE CORN MEAL	CONAGRA INC	THREE FATHERS BLENDED WHISKY	RAPID-AMERICAN CORPORATION
TENDER BEST CHICKENS	GOLD KIST INC	THREE MUSKETEERS CANDY	MARS INC
TENDER FLAKE LARD	SCM CORPORATION	THREE RIVERS CORNMEAL MIX	FEDERAL COMPANY
TENDER LEAF TEA	STANDARD BRANDS	THRIFTY WILLIE MEATS	GOLD KIST INC
TENDER MADE CANNED HAM	LTV CORPORATION	TIA MARIA LIQUEUR	HIRAM WALKER-GOODERHAM & W
TENDER LEAN PORK	ESMARK INC	TIC TAC MINTS	IMASCO LTD
TEQUILA SAUZA SPIRIT OF MEXICO	RECKITT & COLEMAN LTD	TID BIT SAUSAGES	FAIRMONT FOODS COMPANY
TERRACE PARK BUTTER	LAND O' LAKES	TID BIT SMOKED & DRIED BEEF	FAIRMONT FOODS COMPANY
TERRACE PARK CHEESE-AMERICAN	LAND O' LAKES	TID BIT WET-PACKED MEAT PRODUCTS	FAIRMONT FOODS COMPANY
TERRACE PARK CHEESE-NATURAL	LAND O' LAKES	TIGER BREAD	AMERICAN BAKERIES COMPANY
TERRACE PARK CONDENSED MILK	LAND O' LAKES	TIGER RED BEVERAGES	BEATRICE FOODS CO
TERRACE PARK COTTAGE CHEESE	LAND O' LAKES	TIJUANA LITTLE CIGARS	GENERAL CIGAR COMPANY
TERRACE PARK ICE CREAM PRODUCTS	LAND O' LAKES	TINSLEY'S THICK CHEWING TOBACCO	LIGGET & MYERS INCORPORATE
TERRACE PARK MARGARINE	LAND O' LAKES	TIP TOP BAKERY PRODUCTS	WARD FOODS INC
TERRACE PARK MILK	LAND O' LAKES	TIP TOP BREAD	WARD FOODS INC
TERRACE PARK SOUR CREAM	LAND O' LAKES	TIP TOP CITRUS DRINK	ASSOCIATED COCA-COLA BOTTL
TERRACE PARK YOGURT	LAND O' LAKES	TIPALET CIGARS	GULF & WESTERN INDUSTRIES
TERRY CANDY	GULF & WESTERN INDUSTRIES	TIPARILLO PREMIUM OFFER	GENERAL CIGAR COMPANY
TES-TENDER BEEF	GREYHOUND CORPORATION	TOASTCHEE PEANUT BUTTER FILLED CRACK	LANCE INC
TETLEY ICED TEA MIS	J LYONS & CO LTD	TOASTREAT FLAVORED PROCESS CHEESE	KRAFTCO CORPORATION
TETLEY REGULAR TEA	J LYONS & CO LTD	TOASTY PEANUT BUTTER FILLED CRACKERS	LANCE INC
TEXAS PRIDE BEER	SOUTHDOWN, INC	TOKAI FOOD PRODUCTS	MCCORMICK & COMPANY INC
TEXSUN CITRUS FRUIT	ROYAL CROWN COLA CO	TOMS FOOD SNACKS	GENERAL MILLS INC
TEXSUN CITRUS JUICES	ROYAL CROWN COLA CO	TOMS TOASTED PEANUTS	GENERAL MILLS INC
TEXTURED VEGETABLE PROTEIN TVP	ARCHER-DANIELS-MIDLAND COM	TOP CHOICE DOG FOOD	GENERAL FOODS CORPORATION
TEXTURED VEGETABLE PROTEIN TVP/L	ARCHER-DANIELS-MIDLAND COM	TOP WAVE TUNA	C H B FOODS INC
THANK YOU APPLE JUICE	AGWAY INC	TOPIC NON-DAIRY CREAMER	CARNATION COMPANY

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
TOPS TOBACCO	GENERAL CIGAR COMPANY	TULLAMORE DEW BLENDED IRISH WHISKY	HEUBLEIN INC
TORCHLIGHT CIGARETTES	R J REYNOLDS INDUSTRIES INC	TURRET CIGARETTES	IMASCO LTD
TORRES SPANISH WINES	FOREMOST-MCKESSON INC	TUTTOROSSO TOMATO PRODUCTS	CALIFORNIA CANNERS AND GRO
TOSCANAS COOKIES	GENERAL MILLS INC	TwIST 100S MENTHOL FILTER CIGARETTES	AMERICAN BRANDS INC
TOTAL CEREAL	GENERAL MILLS INC	TWO-TEN MILK	SAFEWAY STORES INCORPORATE
TOTINO'S FROZEN PIZZA	HILLSPURY COMPANY	TYSON COUNTRY FRESH CHICKEN	TYSON FOODS, INC
TOTINO'S FROZEN PIZZA	SEVEN-UP COMPANY	TYSON'S PRIDE POULTRY	TYSON FOODS, INC
TOWER CONDENSED MILK	CARNATION COMPANY	T.J.SWANN WINE	HEUBLEIN INC
TOWN TALK BAKERY PRODUCTS	INTERNATIONAL TELEPHONE AN		
TOWNHOUSE CANNED FRUIT JUICE	SAFEWAY STORES INCORPORATE		
TOWNHOUSE CANNED VEGETABLES	SAFEWAY STORES INCORPORATE		
TOWNHOUSE PORK N BEANS	SAFEWAY STORES INCORPORATE		
TOWNHOUSE PICE	SAFEWAY STORES INCORPORATE		
TOWNHOUSE TOMATO JUICE	SAFEWAY STORES INCORPORATE		
TRAIL BLAZER DOG FOOD	BEATRICE FOODS CO	U & I SUGAR	U AND I INCORPORATED
TRAMPS FILTER CIGARETTES	BRITISH AMERICAN TOBACCO	ULTRA-SOY TEXTURED VEGETABLE PROTEIN	FARMLAND INDUSTRIES INC
TRAMPS FILTER CIGARETTES REGULAR & M	BRITISH AMERICAN TOBACCO	UNCLE BENS RICE	MARS INC
TRAMPS 110S FILTER CIGARETTES REGULA	BRITISH AMERICAN TOBACCO	UNCLE BENS RICE & STUFF N SUCH STUFF	MARS INC
TRANCHETTES CHEESE	KRAFTCO CORPORATION	UNCLE BENS STUFF N SUCH STUFFING MIX	MARS INC
TREASURE CAVE CHEESE	ESMARK INC	UNEEDA BISCUITS	NABISCO INC
TREAT POTATO CHIPS	GENERAL CIGAR COMPANY	UNICO VEGETABLE OIL	IMASCO LTD
TREAT-PAK	GENERAL FOODS CORPORATION	UNION STANDARD CHEWING TOBACCO	LIGGETT & MYERS INCORPORATE
TREE PICKLES	AMERICAN BAKERIES COMPANY	UNION SUGAR	CONSOLIDATED FOODS CORPORA
TREET	GREYHOUND CORPORATION	UNIQUE LOAF CHEESE SUBSTITUTE	ANDERSON, CLAYTON & CO
TRIBUNO BRANDY	COCA-COLA BOTTLING COMPANY	UNITED WINTERS WINES	HEUBLEIN INC
TRIBUNO VERMOUTH	COCA-COLA BOTTLING COMPANY	UNOX LIQUID BOUILLON	UNILEVER
TRIDENT SUGARLESS GUM	WARNER-LAMBERT COMPANY	UNOX SPECIALTY SOUPS	UNILEVER
TRIDENT SUGARLESS MINTS	WARNER-LAMBERT COMPANY	UPPER 10 CONCENTRATE	ROYAL CROWN COLA CO
TRIGO WHITE & GOLD RUMS	STANDARD BRANDS	UPPER 10 SODA	ROYAL CROWN COLA CO
TRIO DEHYDRATED POTATOES	CARNATION COMPANY	USHERS GREEN STRIPE SCOTCH WHISKEY	BROWN-FOREMAN DISTILLERS C
TRIX CANNED DOG FOOD	KRUEP CO	U-NO CANDIES	RALSTON PURINA
TRIX CEREAL	GENERAL MILLS INC		
TRI/VALLEY CANNED FRUITS	TRI/VALLEY GROWERS	VALERIE SNACK CAKES	GEORGE WESTON
TRI/VALLEY CANNED TOMATO PRODUCTS	TRI/VALLEY GROWERS	VALLEY MAID POTATO CHIPS	GENERAL CIGAR COMPANY
TRI/VALLEY FOOD PRODUCTS	TRI/VALLEY GROWERS	VALLEYDALE MEATS	VALLEYDALE PACKERS INC
TROPICANA APPLE JUICE	TROPICANA PRODUCTS, INC	VAN CAMP TAMALES	STOKELY-VAN CAMP INC
TROPICANA BREAKFAST DRINKS	TROPICANA PRODUCTS, INC	VAN CAMP'S BEANEE WEENEE	STOKELY-VAN CAMP INC
TROPICANA CITRUS PULP CATTLE FEED	TROPICANA PRODUCTS, INC	VAN CAMP'S BROWN SUGAR BEANS	STOKELY-VAN CAMP INC
TROPICANA CONCENTRATED DRINK & SHERB	TROPICANA PRODUCTS, INC	VAN CAMP'S CHILEE WEENEE	STOKELY-VAN CAMP INC
TROPICANA CONCENTRATED GRAPEFRUIT JU	TROPICANA PRODUCTS, INC	VAN CAMP'S CHILI	STOKELY-VAN CAMP INC
TROPICANA CONCENTRATED ORANGE JUICE	TROPICANA PRODUCTS, INC	VAN CAMP'S CHILI WITH BEANS	STOKELY-VAN CAMP INC
TROPICANA FRUIT DRINKS	TROPICANA PRODUCTS, INC	VAN CAMP'S HOMINY	STOKELY-VAN CAMP INC
TROPICANA FRUIT JUICES	TROPICANA PRODUCTS, INC	VAN CAMP'S KIDNEY BEANS	STOKELY-VAN CAMP INC
TROPICANA PRODUCTS	TROPICANA PRODUCTS, INC	VAN CAMP'S PORK & BEANS	STOKELY-VAN CAMP INC
TROPICANA PURE GRAPEFRUIT JUICE	TROPICANA PRODUCTS, INC	VAN CAMP'S SPANISH RICE	STOKELY-VAN CAMP INC
TROPICANA PURE ORANGE JUICE	TROPICANA PRODUCTS, INC	VAN DE KAMP'S BAKERY PRODUCTS	GENERAL HOST CORPORATION
TROPI-CAL-LO LOW-CALORIE CITRUS DRIN	TROPICANA PRODUCTS, INC	VAN DE KAMP'S FROZEN FOOD DINNERS	GENERAL HOST CORPORATION
TROVADOR PORTUGUESE ROSE	PUBLICKER INDUSTRIES INC	VANDERMINT LIQUEUR	SEAGRAM COMPANY LTD
TRUE CIGARETTES MENTHOL & FILTER	LOEWS CORPORATION	VANDERMINT LIQUEUR	SEAGRAM COMPANY LTD
TRUE FILTER CIGARETTES & FILTER 100S	LOEWS CORPORATION	VANGUARD FILTER KINGS CIGARETTES	BRITISH AMERICAN TOBACCO
TRUE MENTHOL & FILTER KING SIZE & 10	LOEWS CORPORATION	VANILLA WAFERS	AMERICAN BRANDS INC
TRUE 100S CIGARETTES MENTHOL & FILTE	LOEWS CORPORATION	VANTAGE FILTER AND MENTHOL FILTER C	R J REYNOLDS INDUSTRIES IN
TUACA LIQUEUR	SEAGRAM COMPANY LTD	VAN-CAMPS TUNA	RALSTON PURINA
TUACA LIQUEUR	SEAGRAM COMPANY LTD	VAN-O-LUNCH COOKIE SANDWICHES	LANCE INC
TUBORG BEER	ROTHMANS OF PALL MALL CANA	VAT 69 SCOTCH WHISKY	NATIONAL DISTILLERS AND CH
		VEG CREST TOMATO JUICE	AGWAY INC
		VELDA FARMS DAIRY PRODUCTS	SOUTHLAND CORPORATION
		VELDA FARMS ICE CREAM	SOUTHLAND CORPORATION

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
VELDA FAFMS MILK	SOUTHLAND CORPORATION	WANZER'S DAIRY PRODUCTS	SOUTHLAND CORPORATION
VELLO FILTER CIGARETTES	LIGGET & MYERS INCORPORATE	WANZER'S ICE CREAM	SOUTHLAND CORPORATION
VELLO MENTHOL FILTER CIGARETTES	LIGGET & MYERS INCORPORATE	WANZER'S MILK	SOUTHLAND CORPORATION
VELVET CAKE MIXES	INTERNATIONAL MULTIFOODS CO	WARDS BAKERY PRODUCTS	WARD FOODS INC
VELVET ICE CREAM	BEATRICE FOODS CO	WATER MAID RICE	RIVIANA FOODS INC
VELVET SMOKING TOBACCO	LIGGET & MYERS INCORPORATE	WAYNE BUN BARS	STANDARD BRANDS
VERMONT MAID SYRUPS	R J REYNOLDS INDUSTRIES IN	WAYNE CANNED DOG FOOD	CONTINENTAL GRAIN CO
VERRAZZANO WINES	RAPID-AMERICAN CORPORATION	WAYNE CANNED & DRY DOG FOOD	CONTINENTAL GRAIN CO
VETS CANNED CAT FOOD	LIGGET & MYERS INCORPORATE	WAYNE GROUND BEEF DINNER & MIXER	CONTINENTAL GRAIN CO
VETS CANNED DOG FOOD	LIGGET & MYERS INCORPORATE	WAYNE SOLO DRY DOG FOOD	CONTINENTAL GRAIN CO
VETS DRY DOG FOOD	LIGGET & MYERS INCORPORATE	WEBERS BREAD	INTERSTATE BRANDS CORPORAT
VEUVE CLICQUOT FRANCE CHAMPAGNE	BROWN-FOREMAN DISTILLERS CO	WEDDING VEIL WINES	LIGGET & MYERS INCORPORATE
VEUVE DU VERNAY SPARKLING WINES	KECKITT & COLEMAN LTD	WEIBEL CHAMPAGNE	STANDARD BRANDS
VIAUS BISCUIT	IMASCO LTD	WEIBEL WINE	STANDARD BRANDS
VIAUS MELBA TOAST	IMASCO LTD	WELCHADE CANNED DRINKS	NATIONAL GRAPE COOPERATIVE
VICEROY FILTER CIGARETTES	BRITISH AMERICAN TOBACCO	WELCHADE FRUIT PUNCH	NATIONAL GRAPE COOPERATIVE
VICEROY FILTER KINGS CIGARETTES	BRITISH AMERICAN TOBACCO	WELCHADE GRAPE DRINK	NATIONAL GRAPE COOPERATIVE
VICEROY FILTER KINGS & SUPER LONGS CO	BRITISH AMERICAN TOBACCO	WELCHADE GRAPE PUNCH	NATIONAL GRAPE COOPERATIVE
VICEROY FILTER LONGS CIGARETTES	BRITISH AMERICAN TOBACCO	WELCHADE ORANGE DRINK	NATIONAL GRAPE COOPERATIVE
VICEROY SUPER LONGS FILTER CIGARETTE	BRITISH AMERICAN TOBACCO	WELCHITO GRAPE DRINK	NATIONAL GRAPE COOPERATIVE
VIEILLE CURE LIQUEUR	LIGGET & MYERS INCORPORATE	WELCH'S APPLE JUICE	NATIONAL GRAPE COOPERATIVE
VIENNOIS DESSERTS	NESTLE ALIMENTANA S A	WELCH'S BLOODY MARY MIX	NATIONAL GRAPE COOPERATIVE
VIGORTONE FEEDS & SUPPLEMENTS	BEATRICE FOODS CO	WELCH'S CRANBERRY JUICE COCKTAIL	NATIONAL GRAPE COOPERATIVE
VILA RICA CIGARETTES	R J REYNOLDS INDUSTRIES IN	WELCH'S FROZEN GRAPE JUICE	NATIONAL GRAPE COOPERATIVE
VILLA ROMA NOODLES	KROGER CO	WELCH'S FROZEN JELLY DONUTS	NATIONAL GRAPE COOPERATIVE
VILLAGE BAKERY BUCKWHEAT AND HONEY B	KROGER CO	WELCH'S FRUIT DRINKS	NATIONAL GRAPE COOPERATIVE
VILLAGE BAKERY CINNAMON AND RAISIN B	KROGER CO	WELCH'S GRAPE JUICE	NATIONAL GRAPE COOPERATIVE
VILLAGE BAKERY COOKIES	KROGER CO	WELCH'S JAMS, JELLIES & PRESERVES	NATIONAL GRAPE COOPERATIVE
VILLAGE BAKERY OATMEAL BREAD	KROGER CO	WELCH'S MARMALADES	NATIONAL GRAPE COOPERATIVE
VILLAGE BAKERY WHOLE WHEAT BREAD	KROGER CO	WELCH'S ORANGE JUICE	NATIONAL GRAPE COOPERATIVE
VINYA WINES	HEUBLEIN INC	WELCH'S PRUNE JUICE	NATIONAL GRAPE COOPERATIVE
VIP SMOKING TOBACCO	LIGGET & MYERS INCORPORATE	WELCH'S SPARKLING GRAPE SODA	IC INDUSTRIES INC
VIRGIN ISLANDS RUM	RAPID-AMERICAN CORPORATION	WELCH'S SPARKLING GRAPE SODA	COCA-COLA BOTTLING COMPANY
VIRGINIA EXTRA SMOKING TOBACCO	LIGGET & MYERS INCORPORATE	WELCH'S SPARKLING GRAPE SODA	NATIONAL GRAPE COOPERATIVE
VIRGINIA SLIMS CIGARETTES	PHILLIP MORRIS INCORPORATE	WELCH'S TOMATO JUICE	NATIONAL GRAPE COOPERATIVE
VIRGINIA SLIMS FILTER CIGARETTES	PHILLIP MORRIS INCORPORATE	WELLWORTH PICKLES	CONSOLIDATED FOODS CORPORA
VIRGINIA SLIMS 100'S & MENTHOL CIGAR	PHILLIP MORRIS INCORPORATE	WESSON OIL	NORTON SIMON, INC
VIRGINIA SLIMS 120'S FILTER REGULAR	PHILLIP MORRIS INCORPORATE	WEST VIRGINIA BACON	HANSON TRUST (HYGRADE FOOD
VISCOUNT CIGARETTES	PHILLIP MORRIS INCORPORATE	WEST VIRGINIA CANNED HAM	HANSON TRUST (HYGRADE FOOD
VITA FROZEN SEAFOOD	BRITISH AMERICAN TOBACCO	WEST VIRGINIA FRANKS	HANSON TRUST (HYGRADE FOOD
VOLTAIRE WINES	JOS SCHLITZ BREWING COMPA	WEST VIRGINIA HAM	HANSON TRUST (HYGRADE FOOD
VELVET BUTTER	KRAFTCO CORPORATION	WEST VIRGINIA MEAT PRODUCTS	HANSON TRUST (HYGRADE FOOD
V-6 CANNED VEGETABLE JUICES	CAMPBELL SOUP COMPANY	WESTONS COOKIES	GEORGE WESTON
		WHEAT HEARTS CEREAL	GENERAL MILLS INC
		WHEATIES CEREAL	GENERAL MILLS INC
		WHIP-MATE TOPPING MIX	CARNATION COMPANY
WAGNER BREAKFAST FRUIT DRINKS	A E STALEY MANUFACTURING CO	WHITE HORSE SCOTCH WHISKY	SEAGRAM COMPANY LTD
WAKEFIELD'S FROZEN CRAB MEAT	NORTON SIMON, INC	WHITE HORSE SCOTCH WHISKY	SEAGRAM COMPANY LTD
WAKEFIELD'S FROZEN SEAFOOD	NORTON SIMON, INC	WHITE LILY BAKING MIXES	FEDERAL COMPANY
WAKEFIELD'S FROZEN SHRIMP	NORTON SIMON, INC	WHITE LILY CORN MEAL	FEDERAL COMPANY
WALKERS CRISPS	STANDARD BRANDS	WHITE LILY FLOUR	FEDERAL COMPANY
WALKER'S DELUXE BOURBON WHISKEY	HIRAM WALKER-GOODERHAM & W	WHITE OIL TOBACCO	GENERAL CIGAR COMPANY
WALLACE CANDY	GULF & WESTERN INDUSTRIES	WHITE SATIN BROWN SUGAR	AMALGAMATED SUGAR COMPANY
WALLS MEATS	UNILEVER	WHITE SATIN LIQUID SUGAR	AMALGAMATED SUGAR COMPANY
WALLS SOFT SCOOP ICE CREAM	UNILEVER	WHITE SATIN POWDERED SUGAR	AMALGAMATED SUGAR COMPANY
WALTER KENDALL FIVES & KIBBLER	STANDARD BRANDS		

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
WHITE SATIN WHITE GRANULATED SUGAR	AMALGAMATED SUGAR COMPANY	WRIGLEY'S DOUBLEMINT CHEWING GUM	WM WRIGLEY JR COMPANY
WHITE TAVERN SPIRITS	STANDARD BRANDS	WRIGLEY'S FREEDENT CHEWING GUM	WM WRIGLEY JR COMPANY
WHITE TULIP CORN MEAL MIX	FEDERAL COMPANY	WRIGLEY'S GUM	WM WRIGLEY JR COMPANY
WHITE TULIP FLOUR	FEDERAL COMPANY	WRIGLEY'S JULY FRUIT CHEWING GUM	WM WRIGLEY JR COMPANY
WHITE TULIP FOOD PRODUCTS	FEDERAL COMPANY	WRIGLEY'S SPEARMINT CHEWING GUM	WM WRIGLEY JR COMPANY
WHITMAN'S CANDIES	PET INCORPORATED	WYLLERS DRINK MIXES	BORDEN INC
WIEDEMANN BEER	C HEILEMAN BREWING COMPANY	WYLLERS ICED TEA MIX	BORDEN INC
WIENER WRAP	PILLSBURY COMPANY	WYLLERS INSTANT BOUILLON	BORDEN INC
WIENER WRAP & SWIFTS FRANKS	PILLSBURY COMPANY	WYLLERS ITS JELLY POWDERED MIX	BORDEN INC
WILD TURKEY BOURBON WHISKEY	LIGGET & MYERS INCORPORATE	WYLLERS MULTI-PRODUCT ADVERTISING	BORDEN INC
WILLIAM II CIGARS	GULF & WESTERN INDUSTRIES		
WILLIAM PENN WHISKY	HIKAM WALKER-GOODERHAM & W		
WILLIAMS & HUMBERT WINES	STANDARD BRANDS	XOX COOKIES	WABISCO INC
WILLIAMSBURG BACON	INTERNATIONAL TELEPHONE AN	XTRA-BURG HAMBURGER SEASONING	SUCREST CORPORATION
WILLIAMSBURG SAUSAGE	INTERNATIONAL TELEPHONE AN		
WILLM ALSATIAN WINES	STANDARD BRANDS		
WILLS GOLDEN VIRGINIA TOBACCO	IMPERIAL GROUP LIMITED		
WILSON WHISKY	SEAGRAM COMPANY LTD	YAGO SANT GRIA WINE	PEPSICO INC
WILSON WHISKY	SEAGRAM COMPANY LTD	YANKEE CRISPERS FROZEN POTATOES	H J HEINZ COMPANY
WILSONS CERTIFIED BACON	LTV CORPORATION	YE OLDE ENGLISH FRUITCAKES	AMERICAN BAKERIES COMPANY
WILSONS CERTIFIED CANNED BITS	LTV CORPORATION	YELLOWSTONE BOURBON WHISKEY	GLENMORE DISTILLERS CO
WILSONS CERTIFIED CANNED HASH	LTV CORPORATION	YES YES COOKIES	BEATRICE FOODS CO
WILSONS CERTIFIED COLD CUTS	LTV CORPORATION	YOSEMITE ROAD WINES	COCA-COLA BOTTLING COMPANY
WILSONS CERTIFIED FRANKS	LTV CORPORATION	YOUNG N' TENDER CHICKENS	GOLD KIST INC
WILSONS CERTIFIED HAM	LTV CORPORATION	YUBAN COFFEE	GENERAL FOODS CORPORATION
WILSONS CERTIFIED MEAT PRODUCTS	LTV CORPORATION	YUBAN COFFEE	GENERAL FOODS CORPORATION
WILSONS CERTIFIED SAUSAGE	LTV CORPORATION	YUBAN INSTANT COFFEE	GENERAL FOODS CORPORATION
WINCARNIS TONIC WINES	KECKITT & COLEMAN LTD	YUBAN REGULAR COFFEE	GENERAL FOODS CORPORATION
WINCHESTER CIGARS	R J REYNOLDS INDUSTRIES IN	YUKON BAKERY PRODUCTS	GREAT ATLANTIC AND PACIFIC
WINCHESTER FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN	YUKON CANDY	GREAT ATLANTIC AND PACIFIC
WINDSOR SUPREME CANADIAN WHISKY	NATIONAL DISTILLERS AND CH	YUKON CANNED BEANS	GREAT ATLANTIC AND PACIFIC
WINSTON FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN	YUKON CATSUP	GREAT ATLANTIC AND PACIFIC
WINSTON KING SIZE FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN	YUKON COFFEE	GREAT ATLANTIC AND PACIFIC
WINSTON LIGHT KING SIZE FILTER CIGAR	R J REYNOLDS INDUSTRIES IN	YUKON DUG FOOD	GREAT ATLANTIC AND PACIFIC
WINSTON MENTHOL FILTER CIGARETTES	R J REYNOLDS INDUSTRIES IN	YUKON JACK CANADIAN LIQUEUR	HEUBLEIN INC
WINSTON SUPER KING SIZE FILTER CIGAR	R J REYNOLDS INDUSTRIES IN	YUKON JELLIES & JAMS	GREAT ATLANTIC AND PACIFIC
WISE POTATO CHIPS	BORDEN INC	YUKON MACARONI PRODUCTS	GREAT ATLANTIC AND PACIFIC
WISH-BONE LOW CALORIE DRESSING	UNILEVER	YUKON MILK PRODUCTS	GREAT ATLANTIC AND PACIFIC
WISH-BONE SALAD DRESSING	UNILEVER		
WISH-BONE SALAD DRESSING & KELLOGS C	UNILEVER		
WISPRIDE CHEESE SPREADS	NESTLE ALIMENTANA S A	ZACK REGULAR & MENTHOL FILTER CIGARE	LOEWS CORPORATION
WNT NATURAL LEAF CHEWING TOBACCO	LIGGET & MYERS INCORPORATE	ZERO CANDY BARS	CONSOLIDATED FOODS CORPORA
WOLF BRAND CANNED BEEF STEW	QUAKER OATS COMPANY	ZESTA SALTINES	UNITED BISCUITS LTD (KEEBL
WOLF BRAND CANNED CHILI	QUAKER OATS COMPANY	ZIPS CRACKERS	KROGER CO
WOLFSCHMIDT VODKA	SEAGRAM COMPANY LTD	ZIZ CHEESE	KRAFTCO CORPORATION
WOLFSCHMIDT VODKA	SEAGRAM COMPANY LTD	ZUMERO VALLEY BUTTER	MID AMERICA DAIRYMEN INC
WOLTNER FRERES WINES	LIGGET & MYERS INCORPORATE	ZUMERO VALLEY CHEESE-AMERICAN	MID AMERICA DAIRYMEN INC
WONDER BREAD	INTERNATIONAL TELEPHONE AN	ZUMERO VALLEY CHEESE-NATURAL	MID AMERICA DAIRYMEN INC
WONDER ENGLISH MUFFINS	INTERNATIONAL TELEPHONE AN	ZUMERO VALLEY COTTAGE CHEESE	MID AMERICA DAIRYMEN INC
WONDER MULTI-PRODUCT ADVERTISING	INTERNATIONAL TELEPHONE AN	ZUMERO VALLEY SOUR CREAM	MID AMERICA DAIRYMEN INC
WONDER POTATO CHIPS	INTERNATIONAL TELEPHONE AN	ZUMERO VALLEY YOGURT	MID AMERICA DAIRYMEN INC
WOODMAN'S HORSEKADISH	INTERNATIONAL MULTIFOODS C	ZUR PIPE TOBACCO	R J REYNOLDS INDUSTRIES IN
WOODY'S CHEESES	ANDERSON, CLAYTON & CO	ZYWIEC TATRA POLISH LASER	KECKITT & COLEMAN LTD
WORK MATE TOBACCO	GENERAL CIGAR COMPANY		
WRIGHT BREAD	SAFEWAY STORES INCORPORATE		
		10-30 CANDY BARS	GULF & WESTERN INDUSTRIES

ALPHABETICAL PRODUCT LISTING
FOOD AND TOBACCO

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
100 PIPERS BLENDED SCOTCH WHISKY	SEAGRAM COMPANY LTD		
100 PIPERS BLENDED SCOTCH WHISKY	SEAGRAM COMPANY LTD		
1770 BY SEAGRAM PREMIUM WHISKEY	SEAGRAM COMPANY LTD		
1770 BY SEAGRAM PREMIUM WHISKEY	SEAGRAM COMPANY LTD		
1369 BRAND REFRIGERATED BISCUITS	HILLSBURY COMPANY		
1877 BLENDED WHISKY	STANDARD BRANDS		
1800 CIGARS	GULF & WESTERN INDUSTRIES		
3 STAR COGNAC	LIGGET & MYERS INCORPORATE		
3-MINUTE CORN MEAL	LIGGET & MYERS INCORPORATE		
3-MINUTE COUNTRY HARVEST CEREAL	LIGGET & MYERS INCORPORATE		
3-MINUTE GRITS	LIGGET & MYERS INCORPORATE		
3-MINUTE OATMEAL	LIGGET & MYERS INCORPORATE		
3-MINUTE OATS	LIGGET & MYERS INCORPORATE		
3-MINUTE POPCORN	LIGGET & MYERS INCORPORATE		
7 UP SOFT DRINK	7C INDUSTRIES INC		
7UP BEVERAGE	SEVEN-UP COMPANY		
7UP BEVERAGE	GENERAL CINEMA CORPORATION		
7UP EXTRACT	SEVEN-UP COMPANY		
7UP FOUNTAIN SYRUP	SEVEN-UP COMPANY		
9-LIVES CANNED CAT FOOD	H J HEINZ COMPANY		
9-LIVES DRY CAT FOOD	H J HEINZ COMPANY		
9-LIVES SOFT MOIST CAT FOOD	H J HEINZ COMPANY		
98 CAKES AND BISCUITS	J LYONS & CO LTD		
99 CEREAL PRODUCTS	J LYONS & CO LTD		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
A & W ROOT BEER DRIVE IN RESTAURANTS	UNITED BRANDS	ANCHOR HOTELS & TAVERNS	IMPERIAL GROUP LIMITED
ASA 100 MEDICAL AND CLINICAL INSTRUM	ABBOTT LABORATORIES	ANDREA CREME BLEACH	SQUIBB CORPORATION
ABANO FRAGRANCES	CHESEBROUGH-PONDS	ANDREA EYELASHES	SQUIBB CORPORATION
ABBEY-RENTS RENTALS	CONSOLIDATED FOODS CORPORA	ANDREA EYE-QS MAKE-UP REMOVER PADS	SQUIBB CORPORATION
ABEX AEROSPACE PUMPS	IC INDUSTRIES INC	ANDREA GOODBYE DYE REMOVER	SQUIBB CORPORATION
ACCO FARM SEED	ANDERSON, CLAYTON & CO	ANDREA NAIL CONTROL	SQUIBB CORPORATION
ACCO LAKE DO HORSE CARE PRODUCTS	ANDERSON, CLAYTON & CO	ANGEL FACE MAKEUP	CHESEBROUGH-PONDS
ACE FASTENER	AMERICAN BRANDS INC	ANGEL SKIN COSEMETIC PRODUCTS	CHESEBROUGH-PONDS
ACE HAIR BRUSHES	NABISCO INC	ANGIOTENSIN IMMUTOPE DIAGNOSTIC AGE	SQUIBB CORPORATION
ACME MARKETS	AMERICAN STORES COMPANY	ANGORAL ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY
ACTOPHEN LIQUID PAIN RELIEVER	ABBOTT LABORATORIES	ANNE FRENCH CREAMS	AMERICAN HOME PRODUCTS COR
ADVANCE CLEANING MACHINES	RECKITT & COLEMAN LTD	ANNE PAGE DETERGENTS	GREAT ATLANTIC AND PACIFIC
AEROWAX FURNITURE POLISH	AMERICAN HOME PRODUCTS COR	ANNE PAGE WAXES	GREAT ATLANTIC AND PACIFIC
AEROWAX LIQUID FLOOR WAX	AMERICAN HOME PRODUCTS COR	ANTROL ANT KILLER	AMERICAN HOME PRODUCTS COR
AFRICA PALM CARGO LINER	UNILEVER	ANUSOLL ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY
AFTER SIX FORMAL SHOES MEN	GULF & WESTERN INDUSTRIES	ANYL-RAY FAT CONTENT MEASURING MACHI	OSCAR MAYER & CO
AFX MODEL MOTORING	NABISCO INC	AO OPHTHALMIC PRODUCTS	WARNER-LAMBERT COMPANY
AGRIPHARM ANIMAL HEALTH PRODUCTS	INTERNATIONAL MULTIFOODS C	APEX THERMOMETERS	CHESEBROUGH-PONDS
AGWAY DRIVER SEALER	AGWAY INC	AQUA GUARD FAUCET FILTER HOME	COCA COLA CO
AGWAY LAWN CARE PRODUCTS	AGWAY INC	AQUA VELVA AFTER SHAVE LOTIONS	NABISCO INC
AIM TOOTHPASTE	UNILEVER	AQUA VELVA GIFT SET	NABISCO INC
AIR HOCKEY	NABISCO INC	AQUAVISION EMULSION POLISH	RECKITT & COLEMAN LTD
AIRPORTMARINA HOTELS	AMFAC, INC	AKGOSY TRAVEL TRAILERS	BEATRICE FOODS CO
AIRSTREAM TRAVEL TRAILERS	BEATRICE FOODS CO	AKIS GLOVES	CONSOLIDATED FOODS CORPORA
ALBUMOTOPE-LS DIAGNOSTIC AGENTS	SQUIBB CORPORATION	ARLINGTON SPORTS SPORTING GOODS STOR	IMASCO LTD
ALBUTENIN NORMAL SERUM ALBUMIN	ABBOTT LABORATORIES	ARMORLOCK	AMERICAN BRANDS INC
ALCIN ANTACID	RECKITT & COLEMAN LTD	ARMOUR PHARMACEUTICALS	GREYHOUND CORPORATION
ALFAVE ANAL CLEANSING LOTION	CHESEBROUGH-PONDS	ARNOLD PALMER GOLF ACADEMY RESIDENTI	RCA CORPORATION
ALEXANDRA DE MARKOFF COSMETICS	SQUIBB CORPORATION	ARNOLD PALMER MENS FASHIONS	CONSOLIDATED FOODS CORPORA
ALFRED A KNOPF PUBLISHERS	RCA CORPORATION	AROMESCENCE	AMERICAN BRANDS INC
ALL DISHWASHING DETERGENT	UNILEVER	ARROWHEAD DEIGNIZATION WATER SERVICE	COCA-COLA BOTTLING LOS ANG
ALL LIQUID DETERGENT	UNILEVER	ARROWHEAD ELECTRIC WATER COOLERS	COCA-COLA BOTTLING LOS ANG
ALL POWDER DETERGENT	UNILEVER	ARTEX FASHION PAINT KIT	RIVIANA FOODS INC
ALLERCREME HYPO-ALLERGENIC EYE MAKE-	WARNER-LAMBERT COMPANY	ARTEX HOBBY PRODUCTS	RIVIANA FOODS INC
ALLERCREME HY-ALL LIPSTICK & NAIL EN	WARNER-LAMBERT COMPANY	ARTHRITIS PAIN FORMULA	AMERICAN HOME PRODUCTS COR
ALMANACK RESTAURANTS	CONSOLIDATED FOODS CORPORA	ARTHUR ASHE TENNISWEAR	GULF & WESTERN INDUSTRIES
ALPHA BETA MARKETS	AMERICAN STORES COMPANY	ASSOCIATES CAPITAL CORP LOANS	GULF & WESTERN INDUSTRIES
ALPHA HOTEL	J LYONS & CO LTD	ASSOCIATES FINANCIAL SERVICES	GULF & WESTERN INDUSTRIES
ALPHY'S RESTAURANTS	AMERICAN STORES COMPANY	ASSOCIATES INVESTMENT CO TAX SERVICE	GULF & WESTERN INDUSTRIES
ALWAYS BATHROOM HAND & FACE TOWELS	PROCTER & GAMBLE COMPANY	ASTRAL SKIN CREAM	UNILEVER
AMACILL PENICILLIN	WARNER-LAMBERT COMPANY	ATHENS TABLES	ROYAL CROWN COLA CO
AMAZE PRE-SOAK	UNILEVER	ATIVAN ANTI-ANXIETY	AMERICAN HOME PRODUCTS COR
AMCO VENDING SERVICES	IMASCO LTD	ATLANTA AIRPORT TRANSPORTATION	GREYHOUND CORPORATION
AMERICAN CALAN FEEDER	AGWAY INC	ATLANTA NOVELTY PLUSH TOYS	GERBER PRODUCTS COMPANY
AMERICAN OPTICAL PRODUCTS	WARNER-LAMBERT COMPANY	ATLANTIK TOILET SOAP	UNILEVER
AMERICAN PARTS AUTO EQUIPMENT	GULF & WESTERN INDUSTRIES	ATROMID-S LIPID CONTROL	AMERICAN HOME PRODUCTS COR
AMERICAN SIGHTSEEING TOURS	GREYHOUND CORPORATION	AUDEL BOOKS	INTERNATIONAL TELEPHONE AN
AMFAC INC RETAIL STORES	AMFAC, INC	AURORA GAMES	NABISCO INC
AMINGSYN 5% AMINO ACID	ABBOTT LABORATORIES	AURORA MODEL MOTORING SETS	NABISCO INC
AMOXIL ANTIBIOTICS	AMERICAN HOME PRODUCTS COR	AURORA TOYS	NABISCO INC
AMSCO CASTINGS	IC INDUSTRIES INC	AUSAB HEPATITIS TESTING SYSTEM	ABBOTT LABORATORIES
ANACIN ANALGESIC	AMERICAN HOME PRODUCTS COR	AUSCELL HEPATITIS TESTING SYSTEM	ABBOTT LABORATORIES
ANADIN ANALGESIC	AMERICAN HOME PRODUCTS COR	AUSTRIA SERUM HEPATITIS DETECTION SY	ABBOTT LABORATORIES
ANAHIST COLD PREPARATIONS	WARNER-LAMBERT COMPANY	AUTO SPRAY PAINT	AMERICAN HOME PRODUCTS COR
ANGESOL LIQUID PAIN RELIEVER	AMERICAN HOME PRODUCTS COR	AUTOPANEL PAINT SPRAY	AMERICAN HOME PRODUCTS COR

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
AUTOWISE AUTO PARTS	INTERNATIONAL TELEPHONE AN	BLUE LUSTRE VACUUM CLEANER BAGS	LIGGET & MYERS INCORPORATE
AVIANCE FRAGRANCES	CHESEBROUGH-PONDS	BLUE LUSTRE VACUUM CLEANER BELTS	LIGGET & MYERS INCORPORATE
AVIS RENT-A-CAR SYSTEM	INTERNATIONAL TELEPHONE AN	BLUE THUMB RECORDS	GULF & WESTERN INDUSTRIES
AVIS TRUCK LEASING	INTERNATIONAL TELEPHONE AN	BLUEPELL METAL POLISH	RECKITT & COLEMAN LTD
AVLIN AGWAY STORES	AGWAY INC	PGAR'S HEAD	KALSTON PURINA
AZIZA EYE COSMETICS	CHESEBROUGH-PONDS	POBBS-MERRILL PUBLISHERS	INTERNATIONAL TELEPHONE AN
A&P DETERGENTS	GREAT ATLANTIC AND PACIFIC	POBBS RESTAURANT	NESTLE ALIMETANA S A
A&P FOOD STORES	GREAT ATLANTIC AND PACIFIC	PODY GLOVES CASUAL FURNITURE	BEATRICE FOODS CO
A&P WAXES	GREAT ATLANTIC AND PACIFIC	PODY LANGUAGEBRA	ESMARK INC
		PODY SHAPER SHOWERHEAD	BEATRICE FOODS CO
		POLD DETERGENT	PROCTER & GAMBLE COMPANY
		PON AMI POWDERED CLEANSERS	AMERICAN HOME PRODUCTS COR
		PONJELA ORAL PAIN RELIEVING GEL	RECKITT & COLEMAN LTD
		PORDEN BBF RESTAURANTS	BORDEN INC
		PORDEN FERTILIZER	BORDEN INC
		BOSTONIAN BLAZERS CASUAL SHOES MEN	GULF & WESTERN INDUSTRIES
		BOSTONIAN FOOTSAVERS SHOES MEN	GULF & WESTERN INDUSTRIES
		BOSTONIANS CASUAL BOOTS & SHOES MEN	GULF & WESTERN INDUSTRIES
		BOSTONIANS SHOES MEN	GULF & WESTERN INDUSTRIES
		POTANY 500 COATS & SUITS MEN	RAPID-AMERICAN CORPORATION
		POTANY 500 SUITS & SPORTSWEAR MEN	RAPID-AMERICAN CORPORATION
		POUNCE FABRIC SOFTNER	PROCTER & GAMBLE COMPANY
		POUNTY PAPER TOWELS	PROCTER & GAMBLE COMPANY
		POURNE SEAL FLOOR SEAL	RECKITT & COLEMAN LTD
		BOX OF COLOUR PAINT BOXES	RECKITT & COLEMAN LTD
		PRASSO METAL POLISH	RECKITT & COLEMAN LTD
		BRAWNY PLASTIC BAGS	CONSOLIDATED FOODS CORPORA
		BREEZE LAUNDRY DETERGENT	UNILEVER
		BREEZE TOILET SOAP	UNILEVER
		PREWSTER TRANSPORTATION COMPANY	GREYHOUND CORPORATION
		PRIARPATCH KENTUCKY RIB-EYE RESTAURA	DIBRELL BROTHERS INCORPORA
		BRIGHT BEAUTY SPRAY PAINTS	AMERICAN HOME PRODUCTS COR
		BRIGHT LAUNDRY DETERGENT	KROGER CO
		BRIGHT LIQUID BLEACH	KROGER CO
		BRITE WATCH BANDS	LIGGET & MYERS INCORPORATE
		BRITTS DEPARTMENT STORES (MISCELLANE	RAPID-AMERICAN CORPORATION
		PROMO-SELTZER ANTACID-ANALGESIC	WARNER-LAMBERT COMPANY
		PRONDECON ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY
		PRONITIN FOR ASTHMA	AMERICAN HOME PRODUCTS COR
		BROWN SALTMAN FURNITURE	GENERAL MILLS INC
		PROXODENT ELECTRIC TOOTHBRUSH	SQUIBB CORPORATION
		PRUCE FLOOR WAX	GREYHOUND CORPORATION
		BRUCE HARWOOD FLOORS HOME	COOK INDUSTRIES, INC
		BURGER CHEF RESTAURANTS	GENERAL FOODS CORPORATION
		BURGER KING RESTAURANTS	PILLSBURY COMPANY
		PURGESS PULP	GULF & WESTERN INDUSTRIES
		PURLEY COLOGNE & AFTERSHAVE LOTION	GREYHOUND CORPORATION
		PURPEE GREENHOUSES	GENERAL FOODS CORPORATION
		PUSCH BIRD PARK	ANHEUSER-BUSCH INCORPORATE
		BUSCH CORPORATE CENTER	ANHEUSER-BUSCH INCORPORATE
		PUSCH GARDENS	ANHEUSER-BUSCH INCORPORATE
		PUSCH PROPERTIES INC REAL ESTATE	ANHEUSER-BUSCH INCORPORATE
		BUSY BOARD	RECKITT & COLEMAN LTD
		BUSY BOXES	RECKITT & COLEMAN LTD
		PUTTREY FOOD STORES	JEWEL COMPANIES INC
BABYGRO CLOTHING & PLAYWEAR	GERBER PRODUCTS COMPANY		
BABY-ALIVE DOLL	GENERAL MILLS INC		
BACHELOR FRIEND HOSIERY MEN	GULF & WESTERN INDUSTRIES		
BACHELOR GIRL HOSIERY WOMEN	GULF & WESTERN INDUSTRIES		
BAIN DE SOLEIL SUNTAN PRODUCTS	SQUIBB CORPORATION		
BAKER & TAYLOR PUBLICATIONS	W R GRACE & CO		
BAKER'S SECRET NONSTICK BAKEWARE	AMERICAN HOME PRODUCTS COR		
BALLANTINE BOOKS	KCA CORPORATION		
BALLO THERMOMETERS	CHESEBROUGH-PONDS		
BARBIE TOILETRIES	AMERICAN BRANDS INC		
BARCLAY JACK'S	KALSTON PURINA		
BARRICINI CANDY SHOPS	SOUTHLAND CORPORATION		
BASKIN-ROBBINS ICE CREAM STORES	J LYONS & CO LTD		
BASKIN-ROBBINS 31 FLAVORS ICE CREAM	DEAN FOODS COMPANY		
BATHJOYS BATH CUBES	RECKITT & COLEMAN LTD		
BAY CLUB SWIMWEAR WOMEN	GULF & WESTERN INDUSTRIES		
BEACON BLANKETS	NATIONAL DISTILLERS AND CH		
BEAD BRUMMELL MENS AND BOYS UNDERWEA	RAPID-AMERICAN CORPORATION		
BEAUTY GROUP BEAUTY CLUB	GENERAL MILLS INC		
BENADRYL ANTIHISTAMINE	WARNER-LAMBERT COMPANY		
BENISONE ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY		
BENJAMIN FRANKLIN SAVINGS ASSN	IC INDUSTRIES INC		
BENNIGAN'S RESTAURANTS	PILLSBURY COMPANY		
BENYLIN COUGH SYRUP	WARNER-LAMBERT COMPANY		
BENYLIN COUGH-COLD PRODUCTS	WARNER-LAMBERT COMPANY		
BESTPLEAT FABRIC TRIMMINGS AND ACCES	CONSOLIDATED FOODS CORPORA		
BETTER WAY BATHROOM TISSUE	RAPID-AMERICAN CORPORATION		
BETTY CROCKER BOOKS	GENERAL MILLS INC		
BETTY CROCKER RESTAURANTS	GENERAL MILLS INC		
BICOZENE ANTI-ITCH CREME	GENERAL CIGAR COMPANY		
BIG BEAR FOOD STORE	NATIONAL INDUSTRIES INC		
BIG SOUNDER PHONOGRAPH CABINET	GENERAL MILLS INC		
BIGGS FURNITURE	GENERAL MILLS INC		
BILLY CASPER GOLF EQUIPMENT	PEPSICO INC		
BIONIC WOMAN DOLL	GENERAL MILLS INC		
BIRCHWOOD CASEY GUN CARE PRODUCTS	WARNER-LAMBERT COMPANY		
BIRMINGHAM ALBANY HOTEL	J LYONS & CO LTD		
BISODOL ANTACID	AMERICAN HOME PRODUCTS COR		
BIZ PRE-SOAK LAUNDRY AID	PROCTER & GAMBLE COMPANY		
BLACK FLAG INSECTICIDES	AMERICAN HOME PRODUCTS COR		
PLUOMFIELD FOOD SERVICE EQUIPMENT	BEATRICE FOODS CO		
BLUE LUSTRE CARPET SHAMPOO	LIGGET & MYERS INCORPORATE		
BLUE LUSTRE RENTAL CARPET CLEANING S	LIGGET & MYERS INCORPORATE		
BLUE LUSTRE UPHOLSTERY CLEANER	LIGGET & MYERS INCORPORATE		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
B.V.D. MENS AND BOYS UNDERWEAR	RAPID-AMERICAN CORPORATION	CHOCK FULL O NUTS RESTAURANTS	CHOCK FULL O NUTS CORP
CACHET FRAGRANCES	CHESEBROUGH-PONDS	CHOLEDYL ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY
CAHILLS RESTAURANTS	NESTLE ALIMENTANA S A	CHOLOGRAFIN DIAGNOSTIC AGENTS	SQUIBB CORPORATION
CALADRYL LOTION	WARNER-LAMBERT COMPANY	CHRISSIE EVERT AUTOGRAPH TENNIS RECK	PEPSICO INC
CALCIMAR FOR TREATMENT OF PAGET'S DI	GREYHOUND CORPORATION	CHURCHILL HOTEL LONDON	LOEWS CORPORATION
CALIFORNIA CITY COMMUNITY DEVELOPMEN	GREAT WESTERN UNITED CORPO	CIANI JEWELRY	GENERAL MILLS INC
CALIFORNIA PARKLOR CAR	GREYHOUND CORPORATION	CITATION APPLIANCES	SCM CORPORATION
CAMAY SOAP	PROCTER & GAMBLE COMPANY	CLARK'S RESTAUPANTS	CAMPBELL SOUP COMPANY
CAMDELL BROS CAPITAL MEAT CENTRES	UNITED BISCUITS LTD (KEEBL	CLEANDRI FOAM CARPET SHAMPOO	RECKITT & COLEMAN LTD
CAPIEPA GAMES	GENERAL MILLS INC	CLEANER '3 FLOOR CLEANER	RECKITT & COLEMAN LTD
CAR MATE TOOLS	CONSOLIDATED FOODS CORPORA	CLEAR EYES DECONGESTANT EYE DROPS	ABBOTT LABORATORIES
CARDINAL TILE POLISH	RECKITT & COLEMAN LTD	CLEEN-O-PINE CLEANER AND DISINFECTAN	RECKITT & COLEMAN LTD
CARDIOBEEPER SYSTEM	AMERICAN HOME PRODUCTS COR	CLIMAX LEATHER FINISHES	BEATRICE FOODS CO
CARDIOVERTER SCIENTIFIC AND MEDICAL	WARNER-LAMBERT COMPANY	CLINICAL PRODUCTS HOSPITAL PRODUCTS	CHESEBROUGH-PONDS
CARDIO-CARE SCIENTIFIC AND MEDICAL I	WARNER-LAMBERT COMPANY	CLIPPER PLIER AND COUNTER	AMERICAN BRANDS INC
CARESS TOILET SOAP	UNILEVER	CLOSE-UP TOOTHPASTE	UNILEVER
CARESSE MAGIQUE GIRDLE	ESMARK INC	CLOSE-UP TOOTHPASTE PREMIUM OFFER	UNILEVER
CARLY TRANSPORTATION	GREYHOUND CORPORATION	CLOSE-UP TOOTHPASTE SWEEPSTAKES	UNILEVER
CARGILL HYBRID SEEDS	CARGILL INC	CLOSTROID C-DROVINE PRODUCTS	AMERICAN HOME PRODUCTS COR
CARGILL LEASING CORP. EQUIPMENT LEAS	CARGILL INC	CLOSTROID C-S BOVINE PRODUCTS	AMERICAN HOME PRODUCTS COR
CARIBOU LEISURE WEAR	RAPID-AMERICAN CORPORATION	CLUE GAME	GENERAL MILLS INC
CARPET SPOT REMOVER	RECKITT & COLEMAN LTD	CLYSEROL MEDICAL PRODUCTS	WARNER-LAMBERT COMPANY
CARRY OUT BARS	UNITED BISCUITS LTD (KEEBL	CNA EMPLOYEE GROUP INSURANCE	LOEWS CORPORATION
CARTWHEELS LUGGAGE	BEATRICE FOODS CO	COAG-A-MATE COAGULATION INSTRUMENTS	WARNER-LAMBERT COMPANY
CASA DI COLE SWIMWEAR AND SPORTSWEAR	GULF & WESTERN INDUSTRIES	CGAST DEODORANT SOAP	PROCTER & GAMBLE COMPANY
CASCADE DISHWASHER DETERGENT	PROCTER & GAMBLE COMPANY	COCHITY COMMUNITY DEVELOPMENT	GREAT WESTERN UNITED CORPO
CASE CUTLERY	AMERICAN BRANDS INC	COCO PALMS RESORT	AMFAC, INC
CATALINA MULTI-PRODUCT ADVERTISING	GULF & WESTERN INDUSTRIES	CODIS ANALGESIC	RECKITT & COLEMAN LTD
CATALINA SEPARATES WOMEN	GULF & WESTERN INDUSTRIES	COFFEE MAGIC AUTOMATIC DRIP COFFEE M	SCM CORPORATION
CATALINA SPORTSWEAR MEN	GULF & WESTERN INDUSTRIES	COFFING HOISTS	AMSTAR CORPORATION
CATALINA SWIMSUITS AND ACCESSORIES *	GULF & WESTERN INDUSTRIES	COLD WATER ALL LIQUID DETERGENT	UNILEVER
CATALINA SWIMWEAR DEALERS	GULF & WESTERN INDUSTRIES	COLD WATER ALL POWDER DETERGENT	UNILEVER
CATERPLAN FOOD MARKETING & SERVICE S	CPC INTERNATIONAL INC	COLE OF CALIFORNIA SPORTSWEAR WOMEN	GULF & WESTERN INDUSTRIES
CATERWARE ALUMINUM FOIL CONTAINERS	AMERICAN HOME PRODUCTS COR	COLE OF CALIFORNIA SWIMSUITS & ACCES	GULF & WESTERN INDUSTRIES
CATERWEDGE CONTAINERS	AMERICAN HOME PRODUCTS COR	COLLEGIATE SPORTS SPORTING GOODS STO	IMASCO LTD
CELSIN ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY	COLONEL SANDERS CATERING SERVICE	HEUBLEIN INC
CENTER SANITATION GOODS AND SERVICES	CONSOLIDATED FOODS CORPORA	COLONEL SANDERS RESTAURANTS	HEUBLEIN INC
CENTRAC WORK STATION	AMERICAN BRANDS INC	COLORADO CITY COMMUNITY DEVELOPMENT	GREAT WESTERN UNITED CORPO
CENTURY SERIES RING BINDERS	AMERICAN BRANDS INC	COLOUR-IN-THE-ROUND COLOUR BOXES	RECKITT & COLEMAN LTD
CHAMPION SLACKS MEN	GULF & WESTERN INDUSTRIES	COLUMBUS BUSINESS UNIVERSITY RESIDEN	INTERNATIONAL TELEPHONE AN
CHARLES OF THE RITZ CREAMS & LOTIONS	SQUIBB CORPORATION	COLY-MYCIN ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY
CHARLES & CO GOURMET STORES	SOUTHLAND CORPORATION	CGMET CLEANSER	PROCTER & GAMBLE COMPANY
CHARLES & CO SANDWICH SHOPS	SOUTHLAND CORPORATION	COMFORT FABRIC CONDITIONER	UNILEVER
CHARMGLOW OUTDOOR GRILLS	BEATRICE FOODS CO	COMMODORE HOTEL	J LYONS & CO LTD
CHARMIN TOILET TISSUE	PROCTER & GAMBLE COMPANY	COMMUNITY DISCOUNT WORLD	NATIONAL INDUSTRIES INC
CHEER LAUNDRY DETERGENT	PROCTER & GAMBLE COMPANY	COMPOUND W WART REMOVER	AMERICAN HOME PRODUCTS COR
CHEMSTOR GRAIN PRESERVATIVE	AGWAY INC	CONFORT PRA	ESMARK INC
CHERRY BLOSSOMS SHOE POLISH	RECKITT & COLEMAN LTD	CONSO FABRIC TRIMMINGS AND ACCESSORI	CONSOLIDATED FOODS CORPORA
CHESELINE PROPRIETARY AND SPECIALTY P	CHESEBROUGH-PONDS	CONTICOMMODITY SERVICES	CONTINENTAL GRAIN CO
CHICAGO AND ILLINOIS WESTERN RAILROA	IC INDUSTRIES INC	CONTINENTAL ASSURANCE BUSINESS INSUR	LOEWS CORPORATION
CHILTON ELECTRIC FRY PAN	KRAFTCO CORPORATION	CONTINENTAL ASSURANCE BUSINESS LIFE	LOEWS CORPORATION
CHLORASEPTIC MOUTH WASH & GARGLE	MORTON-NORWICH PRODUCTS, I	CONTINENTAL ASSURANCE LIFE INSURANCE	LOEWS CORPORATION
CHLOROMYCETIN ANTIBIOTIC	WARNER-LAMBERT COMPANY	CONTOUR PLASTICS	ESMARK INC
		CONTOUR V DESKTOP STAFLE	AMERICAN BRANDS INC
		CONTRACT CLEANING SERVICES	RECKITT & COLEMAN LTD

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
CONTROL STATIC FRESHNER	PROCTER & GAMBLE COMPANY	DASH DETERGENT	PROCTER & GAMBLE COMPANY
COOLABAN CASK WINE CASKS	RECKITT & COLEMAN LTD	DAVID CRYSTAL DRESSES WOMEN	GENERAL MILLS INC
COOL-RAY POLAPOID SUNGLASSES	WARNER-LAMBERT COMPANY	DAVID CRYSTAL PANTSUITS & DRESSES WO	GENERAL MILLS INC
COOP EALER WIRE	FARMLAND INDUSTRIES INC	DAVID CRYSTAL SPORTSWEAR WOMEN	GENERAL MILLS INC
COOP FERTILIZER	FARMLAND INDUSTRIES INC	DAVIS BROS CAFETERIAS	HEUBLEIN INC
COOP GRAIN DRYERS	FARMLAND INDUSTRIES INC	DAVIS BROS MOTOR LODGES	HEUBLEIN INC
COOP PAINT	FARMLAND INDUSTRIES INC	DAWN DISHWASHING LIQUID	PROCTER & GAMBLE COMPANY
COOP STEEL FARM BUILDINGS	FARMLAND INDUSTRIES INC	DAWNY FABRIC SOFTENER	PROCTER & GAMBLE COMPANY
COOPER LAMPS	ROYAL CROWN COLA CO	DAY LONG ANTIPERSPIRANT DEODORANT	RECKITT & COLEMAN LTD
COPLEY PLAZA HOTEL BOSTON	INTERNATIONAL TELEPHONE AN	DAY-ONE BABY PIG VITAMINS	A E STALEY MANUFACTURING C
CORN HUSKERS HAND LOTION	WARNER-LAMBERT COMPANY	DE MOULIN CHURCH ROBES	RAPID-AMERICAN CORPORATION
CORONADO SHORES REAL ESTATE	LOEWS CORPORATION	DECCA MARINE RADAR	INTERNATIONAL TELEPHONE AN
CORONAMATIC CARTRIDGES	SCM CORPORATION	DECCA MARINE RADIO/TELEPHONE	INTERNATIONAL TELEPHONE AN
CORSAIR II A-7	LTV CORPORATION	DELADUMOE OB HORMONAL PRODUCT	SQUIBB CORPORATION
CORY COFFEE BREWERS	HERSHEY FOODS CORPORATION	DELALUTIN HORMONAL PRODUCT	SQUIBB CORPORATION
CORY COFFEE SERVICE	HERSHEY FOODS CORPORATION	DELESTROGEN HORMONAL PRODUCT	SQUIBB CORPORATION
COSCO RUBBER STAMPS	CONSOLIDATED FOODS CORPORA	DELI PIZZA (SHAKY'S)	GREAT WESTERN UNITED CORPO
COSSACK MENS HAIR SPRAY	RECKITT & COLEMAN LTD	DELUXE CLASSICS MODELS TOYS	CONSOLIDATED FOODS CORPORA
COSTASUR HOTELS	GULF & WESTERN INDUSTRIES	DEMETRIN TRANQUILIZER	WARNER-LAMBERT COMPANY
COUGH LEM-SIP COUGH REMEDY	RECKITT & COLEMAN LTD	DEN COSMETICS	CONSOLIDATED FOODS CORPORA
COUNTERWEIGHT WEIGHT CONTROL PROGRAM	GENERAL MILLS INC	DENALAN DENTURE CLEANER	AMERICAN HOME PRODUCTS COR
COUNTRESS ISSERLYN MAKE-UP	SQUIBB CORPORATION	DENISON HYDRAULICS	IC INDUSTRIES INC
COUNTRY SET SPORTSWEAR WOMEN	CONSOLIDATED FOODS CORPORA	DENOREX MEDICATED SHAMPOO	AMERICAN HOME PRODUCTS COR
COUNTRY STYLE	HEUBLEIN INC	DENVER MARINA HOTEL	AMFAC, INC
COUROC TRAYS	ROYAL CROWN COLA CO	DEPENDO AUTOMATIC BOWL CLEANER	AMERICAN HOME PRODUCTS COR
COVISEC VITAMIN E CONCENTRATES	GENERAL MILLS INC	DERMA SOFT CREME	GENERAL CIGAR COMPANY
COVITOL VITAMIN E CONCENTRATES	GENERAL MILLS INC	DESQXYN ANDRETICS	ABBOTT LABORATORIES
CPULSAR 4 SCIENTIFIC AND MEDICAL INS	WARNER-LAMBERT COMPANY	DETTOL ANTISEPTIC AND DISINFECTANT	RECKITT & COLEMAN LTD
CRAFT MASTER PAINT-BY-NUMBER OIL PAI	GENERAL MILLS INC	DETTOL CREAM ANTISEPTIC	RECKITT & COLEMAN LTD
CRAFT VILLAGE STORES	PEAVEY COMPANY	DETTOL OINTMENT	RECKITT & COLEMAN LTD
CREATIVE VILLAGE FABRIZAR FABRIC &	GENERAL FOODS CORPORATION	DETTOL ORAL ANTISEPTIC MOUTHWASH AND	RECKITT & COLEMAN LTD
CREATIVE VILLAGE STITCHERY KITS	GENERAL FOODS CORPORATION	DEXACILLIN ANTIBIOTICS	SQUIBB CORPORATION
CREST TOOTH PASTE	PROCTER & GAMBLE COMPANY	DIAL ANTIPERSPIRANT ROLL ON	GREYHOUND CORPORATION
CRETACOL COLOURED SEAL	RECKITT & COLEMAN LTD	DIAL ANTIPERSPIRANT SPRAY	GREYHOUND CORPORATION
CROCK & BLOCK RESTAURANT	GENERAL FOODS CORPORATION	DIAL DEODORANT SOAP	GREYHOUND CORPORATION
CROSS YOUR HEART BRA	ESMARK INC	DIAL PRODUCTS SWEEPSTAKES	GREYHOUND CORPORATION
CRUZADO MAGICO BRA	ESMARK INC	DIAL SHOWER GEL	GREYHOUND CORPORATION
CRYOVAC DIVISION GEN PROMOTION	W R GRACE & CO	DIAL SPRAY DEODORANTS	GREYHOUND CORPORATION
CRYOVAC FLEXIBLE PACKAGING SYSTEMS	W R GRACE & CO	DIAL VERY DRY ANTIPERSPIRANT	GREYHOUND CORPORATION
CRYSTAL PLUS SPORTSWEAR WOMEN	GENERAL MILLS INC	DIAPER PURE POWDER	AMERICAN HOME PRODUCTS COR
CULBRO REALTY AND DEVELOPMENT	GENERAL CIGAR COMPANY	DIAPER SWEET DESINFECTANT AND DEODOR	A E STALEY MANUFACTURING C
CUSHMAN FURNITURE	GENERAL MILLS INC	DILANTIN ANTICONVULSANT	WARNER-LAMBERT COMPANY
CUTEX EYE MAKE-UPS	CHESEBROUGH-PONDS	DIONNE ECONO-MART	GEORGE WESTON
CUTEX LIPSTICK	CHESEBROUGH-PONDS	DIPEL INSECTICIDE	ABBOTT LABORATORIES
CUTEX NAIL POLISH	CHESEBROUGH-PONDS	DIRECT AID HAND LOTION	AMERICAN BRANDS INC
CUTEX NAIL POLISH REMOVER	CHESEBROUGH-PONDS	DIROCID VETEKINARY PRODUCTS	SQUIBB CORPORATION
CYCLAX COSMETICS	BRITISH AMERICAN TOBACCO	DISPOS-A-VIAL ETHICAL PHARMACEUTICAL	WARNER-LAMBERT COMPANY
CYCLOPASMOL VASODILATADUR	AMERICAN HOME PRODUCTS COR	DISPRIN ANALGESIC, ANTI-INFLAMMATORY	RECKITT & COLEMAN LTD
CYCLOPTIC SCIENTIFIC AND MEDICAL INS	WARNER-LAMBERT COMPANY	DOBBS HOUSE RESTAURANT	SQUIBB CORPORATION
CYLERT DRUG FOR BRAIN DYSFUNCTION	ABBOTT LABORATORIES	DOBBS RESTAURANT	SQUIBB CORPORATION
		DOMINICAN REPUBLIC HOTELS	GULF & WESTERN INDUSTRIES
		DOPAR LEVODOPA ETHICAL PHARMACEUTICA	MORTON-NORWICH PRODUCTS, I
		DOPP LEATHER ACCESSORIES	BEATRICE FOODS CO
		DOPPEL-SPALT PAIN RELIEVER	AMERICAN HOME PRODUCTS COR
		DOUBLE DIAMONDS LONG LEG GIRDLE	ESMARK INC
DAHLGREN (HOUSEHOLD)	BEATRICE FOODS CO		
DANTRIUM SKELETAL MUSCLE RELAXANT	MORTON-NORWICH PRODUCTS, I		
DARK CONTINENT VILLAGE	ANNEUSER-BUSCH INCORPORATE		

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
DOVE TOILET SOAP	UNILEVER	EIGHT O'CLOCK WAXES	GREAT ATLANTIC AND PACIFIC
DOVE-FOR-DISHES LIQUID	UNILEVER	EISNER FOOD STORES	JEWEL COMPANIES INC
DRAIN POWER DRAIN OPENER	UNILEVER	EL TORO CEMENT PRODUCTS	SOUTHDOWN, INC
DRAKE HOTEL NEW YORK	LOEWS CORPORATION	ELASE ENZYME DEBRIDING AGENT	WARNER-LAMBERT COMPANY
DREAMAWAY LINGERIE	GULF & WESTERN INDUSTRIES	ELECTRA ELECTRIC PORTABLE TYPEWRITER	SCM CORPORATION
DREAMFLOWER COSMETIC PRODUCTS	CHESEBROUGH-PONDS	ELECTROLUX VACUUM CLEANERS	CONSOLIDATED FOODS CORPORA
DREFT DETERGENT	PROCTER & GAMBLE COMPANY	ELEGANCE WINDOW SHADES	CONSOLIDATED FOODS CORPORA
DRISTAN CAPSULES	AMERICAN HOME PRODUCTS COR	ELEVATORS SHOES MEN	GENERAL MILLS INC
DRISTAN MIST	AMERICAN HOME PRODUCTS COR	ELMERS CHINA & GLASS CEMENT	BORDEN INC
DRISTAN NIGHT TIME MEDICINE	AMERICAN HOME PRODUCTS COR	ELMERS CONTACT CEMENT	BORDEN INC
DRISTAN TABLETS	AMERICAN HOME PRODUCTS COR	ELMERS GLUE-ALL	BORDEN INC
DRISTAN VAPOR SPRAY	AMERICAN HOME PRODUCTS COR	ELMERS SCHOOL GLUE	BORDEN INC
DRISTAN VAPORIZER	AMERICAN HOME PRODUCTS COR	ELMER'S GLUES	BORDEN INC
DRIVE LAUNDRY DETERGENT	UNILEVER	ELMWOOD INDUSTRIAL PARK DEVELOPMENT	IC INDUSTRIES INC
DRI-PRINT FOILS	BEATRICE FOODS CO	ELNETT PERFUME	NESTLE ALIMENTANA S A
DRUMMER AIR FRESHENER BLOCK	RECKITT & COLEMAN LTD	EMILY JUST EMILY ALL WEATHER WEAR WO	W R GRACE & CO
DRUMMER FIRELIGHTER	RECKITT & COLEMAN LTD	EMILY JUST EMILY SPORTSWEAR WOMEN	W R GRACE & CO
DRUMMER LAVATORY SANITIZER	RECKITT & COLEMAN LTD	ENDURON CARDIOVASCULAR AGENTS	ABBOTT LABORATORIES
DU MAURIER COUNCIL FOR THE PERFORMIN	IMASCO LTD	ENDURONYL CARDIOVASCULAR AGENTS	ABBOTT LABORATORIES
DUBARKY MOISTURE PETALS CREAMS & LOT	WARNER-LAMBERT COMPANY	EQUATIONS BLOUSES	GENERAL MILLS INC
DUBARRY WHIPPED CREAM MAKE-UP	WARNER-LAMBERT COMPANY	EQUIBAC II EQUINE PRODUCT	AMERICAN HOME PRODUCTS COR
DUNBAR FURNITURE	GENERAL MILLS INC	EQUIPOISE VETERINARY PRODUCTS	SQUIBB CORPORATION
DUNLOP TRACTOR TIRES	AGWAY INC	ERA LIQUID DETERGENT	PROCTER & GAMBLE COMPANY
DUPLICOLOR AUTO SPRAY	AMERICAN HOME PRODUCTS COR	ERNIE'S FINE FOODS RESTAURANT	GENERAL FOODS CORPORATION
DURAGLIT POLISH WAXING	RECKITT & COLEMAN LTD	ERNO LASZLO BEAUTY CONSULTANTS	CHESEBROUGH-PONDS
DURAPADS NYLON PADS	RECKITT & COLEMAN LTD	ERYTHROCIN ANTIBIOTIC	ABBOTT LABORATORIES
DURA-BUCKET ELEVATOR BUCKETS	LIGGETT & MYERS INCORPORATE	ESQUIRE SOCKS MEN	GULF & WESTERN INDUSTRIES
DURA-PERC PERCOLATOR	SCM CORPORATION	ETHRANE ANESTHETICS	ABBOTT LABORATORIES
DURBANS TOOTH PASTE	CHESEBROUGH-PONDS	EUTHROID ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY
DUTCH PANTRY RESTAURANTS	CPC INTERNATIONAL INC	EVADYNE ANTIDEPRESSANT	AMERICAN HOME PRODUCTS COR
DUZ DETERGENT	PROCTER & GAMBLE COMPANY	EVERGOLD FABRIC TRIMMINGS AND ACCESS	CONSOLIDATED FOODS CORPORA
DYNAMINTS BREATH MINTS	WARNER-LAMBERT COMPANY	EVERLON CURTAIN AND DRAPERY	NABISCO INC
		EVERSHARP LADY EVERSHARP BAND RAZORS	WARNER-LAMBERT COMPANY
		EVERSHARP LADY EVERSHARP INJECTOR RA	WARNER-LAMBERT COMPANY
		EXCELLO SHIRTS MEN	GULF & WESTERN INDUSTRIES
		EXECUTIVE DIARY	AMERICAN BRANDS INC
		EXECUTIVE LENS	WARNER-LAMBERT COMPANY
		EXOTOL BIODEGRADABLE LIQUID DETERGE	RECKITT & COLEMAN LTD
		EXTEND MOUTHWASH/GARGLE	PROCTER & GAMBLE COMPANY
		EX-LAX FLAVORED AND UNFLAVORED LAXAT	GENERAL CIGAR COMPANY
		EX-LAX FLAVORED LAXATIVE BAR	GENERAL CIGAR COMPANY
		EX-LAX LAXATIVE BAR & INSTANT MIX	GENERAL CIGAR COMPANY
		EX-LAX MULTIPRODUCT ADVERTISING	GENERAL CIGAR COMPANY
		EX-LAX UNFLAVORED PILLS	GENERAL CIGAR COMPANY
		FABULON FABRIC RETEXTURISER	RECKITT & COLEMAN LTD
		FAICHNEY PROPRIETARY AND SPECIALTY PR	CHESEBROUGH-PONDS
		FAMILY DOG BRUSHING SPRAY	CHESEBROUGH-PONDS
		FAMILY VITAMINS	NABISCO INC
		FAMOUS MUSIC CORP	GULF & WESTERN INDUSTRIES
		FAMOUS PLAYERS LTD THEATRES OPERATIO	GULF & WESTERN INDUSTRIES
		FANTASTIK SPRAY CLEANER	MORTON-NORWICH PRODUCTS, I
		FAR WEST RESTAURANTS	W R GRACE & CO
		FARBOIL PAINTS	BEATRICE FOODS CO
EAGLE A PAPER PRODUCTS	GULF & WESTERN INDUSTRIES		
EASTERN STEAMSHIP LINES PASSENGER	IC INTERNATIONAL CORPORATI		
EASY BAKE OVENS	GENERAL MILLS INC		
EASY-OFF KITCHEN GREASE CLEANER	AMERICAN HOME PRODUCTS COR		
EASY-OFF LIQUID WINDOW CLEANER	AMERICAN HOME PRODUCTS COR		
EASY-OFF OVEN CLEANER	AMERICAN HOME PRODUCTS COR		
EASY-ON SPRAY STARCH	AMERICAN HOME PRODUCTS COR		
ECKO COOKWARE	AMERICAN HOME PRODUCTS COR		
ECKO CUTLERY	AMERICAN HOME PRODUCTS COR		
ECKO FLINT SKILLETS	AMERICAN HOME PRODUCTS COR		
ECKO KITCHEN TOOLS	AMERICAN HOME PRODUCTS COR		
ECKO PLASTIC FILM	AMERICAN HOME PRODUCTS COR		
ECKO WRAP ALUMINUM	AMERICAN HOME PRODUCTS COR		
EDDIE BAUER INC (MISCELLANEOUS)	GENERAL MILLS INC		
EDITEL EQUIPMENT RENTAL AND VIDEO-TA	IMASCO LTD		
EDP BINDERS	AMERICAN BRANDS INC		
EES 4CG ERYTHROMYCIN	ABBOTT LABORATORIES		
EFFERDENT DENTURE CLEANSER TABLETS	WARNER-LAMBERT COMPANY		
EFFEGRIP DENTURE ADHESIVE	WARNER-LAMBERT COMPANY		
EGO LIQUID LAUNDRY DETERGENT	BEATRICE FOODS CO		
EIGHT O'CLOCK DETERGENTS	GREAT ATLANTIC AND PACIFIC		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
FARMACY ANIMAL HEALTH PRODUCTS	CENTRAL SOYA	GENTLE DAY FREEZE DRIED MILK OF MAGN	MORTON-NORWICH PRODUCTS, I
FASCINATION HOSIERY WOMEN	GULF & WESTERN INDUSTRIES	GEORGE WESTON LTD FOOD STORES	GEORGE WESTON
FASHION PARK SUITS AND SPORT COATS	RAPID-AMERICAN CORPORATION	GERALCO CONTAINERS	GERBER PRODUCTS COMPANY
FAULTLESS RUBBER SUNDRY PRODUCTS	ABBOTT LABORATORIES	GERBER BABY CARE PRODUCTS & FOODS	GERBER PRODUCTS COMPANY
FAMILY CHILDRENS AND INFANTS WEAR	RAPID-AMERICAN CORPORATION	GERBER CHILDREN'S CENTERS	GERBER PRODUCTS COMPANY
FEMIRON TABLETS	NABISCO INC	GERBER LIFE INSURANCE	GERBER PRODUCTS COMPANY
FERO-GRADUMET HEMATINICS	ABBOTT LABORATORIES	GERBER NURSEPY SETS	GERBER PRODUCTS COMPANY
FIESTA BLEACH	AMERICAN HOME PRODUCTS COR	GERITOL LIQUID AND TABLETS	NABISCO INC
FIFTH WHEEL VEHICLES	IC INDUSTRIES INC	GERITOL TABLETS	NABISCO INC
FINAL TOUCH FABRIC SOFTNER	UNILEVER	GERMAINE MONTEIL COSMETICS	BRITISH AMERICAN TOBACCO
FISH LUMBER BUILDING SUPPLY	PEAVEY COMPANY	GERMAINE MONTEIL CREAMS & LOTIONS	BRITISH AMERICAN TOBACCO
FISHER-PRICE DOLLS	QUAKER OATS COMPANY	GERMAINE MONTEIL EYE MAKE-UP	BRITISH AMERICAN TOBACCO
FISHER-PRICE TOYS	QUAKER OATS COMPANY	GERMAINE MONTEIL LIPSTICK	BRITISH AMERICAN TOBACCO
FLAMINON NON-STEROIDAL ANTIARTHRITIC	SQUIBB CORPORATION	GERMAINE MONTEIL MAKE-UP	BRITISH AMERICAN TOBACCO
FLEECE PAPER TOWELS	KROGER CO	GERMAINE MONTEIL NAIL COLOR	BRITISH AMERICAN TOBACCO
FLICKER LADIES SAFETY RAZOR	PHILLIP MORRIS INCORPORATE	GERMAINE MONTEIL NAIL HARDENER	BRITISH AMERICAN TOBACCO
FLIGHT DECK III CONCRETE FORMING EQU	GULF & WESTERN INDUSTRIES	GERMAINE MONTEIL PERFUME	BRITISH AMERICAN TOBACCO
FLOURGUARD LIQUID WAX POLISH	RECKITT & COLEMAN LTD	GERMAINE MONTEIL SHAMPOO	BRITISH AMERICAN TOBACCO
FLORET AEROSOL FLY AND INSECT KILLER	RECKITT & COLEMAN LTD	GIANT FLOOR WAX	AMERICAN HOME PRODUCTS COR
FLUF FABRIC SOFTENER	MORTON-NORWICH PRODUCTS, I	GILEAD LADIES LINGERIE SLEEP WEAR AN	RAPID-AMERICAN CORPORATION
FLUOGEN BIOLOGICALS	WARNER-LAMBERT COMPANY	GILLES LADIES LINGERIE SLEEP WEAR AN	RAPID-AMERICAN CORPORATION
FOOTE & DAVIES PRINTERS	NORTON SIMON, INC	GILLETTS DETERGENTS	STANDARD BRANDS
FOOT-JOY CASUAL SHOES MEN	GENERAL MILLS INC	GILTEDGE ANIMAL HEALTH PRODUCTS	CENTRAL SOYA
FOOT-JOY GOLF SHOES MEN	GENERAL MILLS INC	GIMBELS NEW YORK (APPAREL-MEN)	BRITISH AMERICAN TOBACCO
FOOT-JOY SHOES MEN	GENERAL MILLS INC	GIMBELS NEW YORK (APPAREL-WOMEN)	BRITISH AMERICAN TOBACCO
FRED HARVEY LODGES	AMFAC, INC	GIMBELS NEW YORK (DRUGS & TOILETRIES)	BRITISH AMERICAN TOBACCO
FREE SPIRIT BRA	ESMARK INC	GIMBELS NEW YORK (HOUSEHOLD)	BRITISH AMERICAN TOBACCO
FREEMAN-MCFARLIN POTTERIES	INTERNATIONAL MULTIFOODS C	GIMBELS STORES (APPAREL-MEN)	BRITISH AMERICAN TOBACCO
FREEPORT INDUSTRIAL PARK DEVELOPMENT	IC INDUSTRIES INC	GIMBELS STORES (APPAREL-WOMEN)	BRITISH AMERICAN TOBACCO
FREEZONE	AMERICAN HOME PRODUCTS COR	GIMBELS STORES (HOUSEHOLD)	BRITISH AMERICAN TOBACCO
FRUIT OF LOOM PANTIES WOMEN & HOSIER	GULF & WESTERN INDUSTRIES	GIMBELS STORES (MISCELLANEOUS)	BRITISH AMERICAN TOBACCO
FRUIT OF THE LOOM YARN	GREYHOUND CORPORATION	GIRAFFE SPORTSWEAR WOMEN	W R GRACE & CO
FULLER BROOMS	CONSOLIDATED FOODS CORPORA	GIVE-A-SHOW PROJECTORS	GENERAL MILLS INC
FUNGIZONE ANTIBIOTICS	SQUIBB CORPORATION	GLAMORENE DRY RUG CLEANER	UNILEVER
FURACIN TOPICAL ANTIBACTERIAL	MORTON-NORWICH PRODUCTS, I	GLAMORENE LIQUID RUG CLEANER	UNILEVER
FURADANTIN URINARY TRACT ANTIBACTERI	MORTON-NORWICH PRODUCTS, I	GLAMORENE OVEN CLEANER	UNILEVER
FURNACE CREEK INN & RANCH RESORT	AMFAC, INC	GLAMORENE UPHOLSTERY SHAMPOO	UNILEVER
FUROXONE GASTROINTESTINAL TRACT ANTI	MORTON-NORWICH PRODUCTS, I	GLAREMASTER SUNGLASS LENS	WARNER-LAMBERT COMPANY
FYBOGEL NATURAL FIBRE BULKING AGENT	RECKITT & COLEMAN LTD	GLASSEX WINDOW CLEANER	RECKITT & COLEMAN LTD
		GLASS*PLUS CLEANER	MORTON-NORWICH PRODUCTS, I
		GLEEM FLOOR SEAL	RECKITT & COLEMAN LTD
		GLEEM II TOOTHPASTE	PROCTER & GAMBLE COMPANY
		GLEEM TOOTHPASTE	PROCTER & GAMBLE COMPANY
		GLID COP COPPER-BASE ALLOY	SCM CORPORATION
		GLIDDEN ORGANICS INTERNATIONAL	SCM CORPORATION
		GLIDDEN PAINTS HOME	SCM CORPORATION
		GLIFT DE-WAXER AND DEGREASER	RECKITT & COLEMAN LTD
		GLOBE COOKING EQUIPMENT	KRAFTCO CORPORATION
		GLYODIN-PENLATE FUNGICIDE	AGWAY INC
		GOING PLACES SPORTSWEAR WOMEN	GULF & WESTERN INDUSTRIES
		GOLDEN AUTUMN FRAGRANCES	CHESEBROUGH-PONDS
		GOLDBLOCKS PAN CLEANER	RECKITT & COLEMAN LTD
		GOTAAS-LARSEN OCEAN SHIPPING	IU INTERNATIONAL CORPORATI
		GRABER WINDOW SHADES	CONSOLIDATED FOODS CORPORA
		GRANNY'S ATTIC RESTAURANTS	PILLSBURY COMPANY
GAIN DETERGENT	PRUCTER & GAMBLE COMPANY		
GALLEMYCIN ERYTHROMYCIN FOR ANIMALS	ABBOTT LABORATORIES		
GAMULIN PH	WARNER-LAMBERT COMPANY		
GAMUT WOMEN SPORTSWEAR	CONSOLIDATED FOODS CORPORA		
GANG DOWNS SPECIALTY STORES	AMFAC, INC		
GANT SPORT SHIRTS MEN	CONSOLIDATED FOODS CORPORA		
GARVEY RUBBER STAMPS	CONSOLIDATED FOODS CORPORA		
GASEN'S DRUGSTORES	KROGER CO		
GATEWAY INDUSTRIAL CENTER DEVELOPMEN	IC INDUSTRIES INC		
GAVISCON GASTRIC REFLUX SUPPRESSANT	RECKITT & COLEMAN LTD		
GAY GEM PARTY FAVORS	GENERAL MILLS INC		
GEE YOUR HAIR SHELLS TERRIFIC SHAMPO	AMERICAN BRANDS INC		
GEM RAZOR BLADES	PHILLIP MORRIS INCORPORATE		
GENERAL MAINTENANCE ACCESSORIES	RECKITT & COLEMAN LTD		

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
GREASE RELIEF KITCHEN & LAUNDRY CLEANER	MORTON-NORWICH PRODUCTS, INC.	HERKSCHNERSMAIL ORDER HOUSE	QUAKER OATS COMPANY
GREEN-JOYS GOLF SHOES MEN & WOMEN	GENERAL MILLS INC	HERTZ CAR LEASE	RCA CORPORATION
GREY LINE SIGHT-SEEING TOURS	GREYHOUND CORPORATION	HERTZ EUROPE RENT-A-CAR SYSTEM	RCA CORPORATION
GREYHOUND AMERIPASS	GREYHOUND CORPORATION	HERTZ RENT-A-CAR SYSTEM	RCA CORPORATION
GREYHOUND BUSLINES PASSENGER	GREYHOUND CORPORATION	HERTZ SKYCENTER INN	RCA CORPORATION
GREYHOUND CHAPTER	GREYHOUND CORPORATION	HERTZ TRUCK RENTAL	RCA CORPORATION
GREYHOUND PACKAGE EXPRESS	GREYHOUND CORPORATION	HERTZ USED CARS	RCA CORPORATION
GREYHOUND RENT-A-CAR	GREYHOUND CORPORATION	HIBUFF EMULSION POLISH	RECKITT & COLEMAN LTD
GREYHOUND TOURS	GREYHOUND CORPORATION	HICKORY FARMS CHEESE SHOPS	INTERNATIONAL MULTIFOODS CO
GRIFFIN SHOE POLISH	AMERICAN HOME PRODUCTS CORP	HICLEAN FLOOR CLEANING DETERGENT	RECKITT & COLEMAN LTD
GRISTEDES LIQUOR STORES	SOUTHLAND CORPORATION	HIGH PRESSURE SOCK MILK FILTER	AGWAY INC
GRISTEDES SELF-SERVICE STORES	SOUTHLAND CORPORATION	HIGHLIGHT EMULSION POLISH	RECKITT & COLEMAN LTD
GRISTEDES SERVICE STORES	SOUTHLAND CORPORATION	HIPPOTOPF DIAGNOSTIC AGENTS	SQUIBB CORPORATION
GROOM & CLEAN HAIR DRESSING	CHESEBROUGH-PONDS	HISPANIOLA HOTEL	GULF & WESTERN INDUSTRIES
GULF & WESTERN MFG. CO GENERAL PROMU	GULF & WESTERN INDUSTRIES	HISTACOUNT STATIONERY	SCM CORPORATION
		HISTRIIP STRIPPING AGENT	RECKITT & COLEMAN LTD
HALLS MENTHO-LYFTUS COUGH MEDICINE	WARNER-LAMBERT COMPANY	HUFFMAN HOUSE RESTAURANTS	GREEN GIANT COMPANY
HALOG ANTI-INFLAMMATORY COMPOUND	SQUIBB CORPORATION	HOLEPROOF HOSIERY MEN AND WOMEN	GULF & WESTERN INDUSTRIES
HALSTON APPAREL-WOMEN	NORTON SIMON, INC	HOLLAND HOUSE CAFETERIAS	RAPID-AMERICAN CORPORATION
HALSTON MENS WEAR	RAPID-AMERICAN CORPORATION	HOLLY FARMS FRIED CHICKEN RESTAURANT	FEDERAL COMPANY
HALSTON PERFUME	NORTON SIMON, INC	HOME PRIDE LAWN AND TRASH BAGS	KROGER CO
HAMBURGER PADDYS RESTAURANTS	CONSOLIDATED FOODS CORPORATION	HOT SAM COMPANIES	GENERAL HOST CORPORATION
HAMMER SCHLEMMER (HOUSEHOLD)	GULF & WESTERN INDUSTRIES	HOUSE OF WORSTED-TEX SUITS AND SPORT	RAPID-AMERICAN CORPORATION
HAMMER SCHLEMMER (MISCELLANEOUS)	GULF & WESTERN INDUSTRIES	HOYNE MIRROR TILES	ROYAL CROWN COLA CO
HAND SAVER LOTION	ESMARK INC	HWF HORMONAL PROD	AMERICAN HOME PRODUCTS CORP
HANDYMAN'S HELPER	AMERICAN HOME PRODUCTS CORP	HR2 RUG SHAMPOO & SHAMPOOER	AMERICAN HOME PRODUCTS CORP
HANNAHAN'S RESTAURANTS	GENERAL MILLS INC	HUBBARD ANIMAL HEALTH PRODUCTS	HUBBARD MILLING COMPANY
HANOVER TRIAL RESTAURANTS	CAMPBELL SOUP COMPANY	HUMBROL PAINTS	BORDEN INC
HANSEN AUTOMOTIVE PARTS	IC INDUSTRIES INC	HUMKO ACIDS	KRAFTCO CORPORATION
HARDEE RESTAURANTS	AMERICAN STORES COMPANY	HUNGRY HUNTER	KALSTON PURINA
HARPIC LAVATORY CLEANSER	RECKITT & COLEMAN LTD	HUNGRY JACK RESTAURANTS	PILLSBURY COMPANY
HARRISONS STORES (RETAIL OF FABRICS)	RAPID-AMERICAN CORPORATION	HUNGRY LION RESTAURANTS	PILLSBURY COMPANY
HART SKIS	BEATRICE FOODS CO	HUNT VALLEY INN MARYLAND	MCCORMICK & COMPANY INC
HART TENNIS EQUIPMENT	BEATRICE FOODS CO	HUSKEE-BILT PREFABRICATED BUILDINGS	NATIONAL INDUSTRIES INC
HARTFORD AUTO INSURANCE	INTERNATIONAL TELEPHONE AND	HUSSMANN REFRIGERATED STORE EQUIPMENT	PET INCORPORATED
HARTFORD BUSINESS INSURANCE	INTERNATIONAL TELEPHONE AND	HYDROCIL MEDICAL PRODUCTS	WARNER-LAMBERT COMPANY
HARTFORD HOMEOWNERS INSURANCE	INTERNATIONAL TELEPHONE AND	HYDROMICS HIGH-PRESSURE WASHING MACH	RECKITT & COLEMAN LTD
HARTFORD INSURANCE GROUP GENERAL PRO	INTERNATIONAL TELEPHONE AND	HYGIENE SHOWER BATH CURTAINS	NABISCO INC
HARTFORD LIFE INSURANCE	INTERNATIONAL TELEPHONE AND	HYRODIAT-FT1 DIAGNOSTIC AGENTS	SQUIBB CORPORATION
HARTS FAMILY SHOES	NATIONAL INDUSTRIES INC	H.F. PHILIPSBURN & CO MORTGAGE BANK	IC INDUSTRIES INC
HAYMAKER SPORTSWEAR WOMEN	GENERAL MILLS INC	H.L.GREEN VARIETY STORES	RAPID-AMERICAN CORPORATION
HAZE AEROSOL AIR FRESHENER	RECKITT & COLEMAN LTD	H.SALT SEAFOOD GALLEY	HEUBLEIN INC
HAZL DOUBLET AIR FRESHENER	RECKITT & COLEMAN LTD		
HEAD & SHOULDERS LOTION SHAMPOO	PROCTER & GAMBLE COMPANY	I CAN'T BELIEVE IT'S A GIRDLE	ESMARK INC
HEAD & SHOULDERS SHAMPOOS	PROCTER & GAMBLE COMPANY	IBDU CHEMICALS	ESMARK INC
HEALTH-TEX WEARING APPAREL CHILDREN	CHESEBROUGH-PONDS	IBETET HEMATINICS	ABBOTT LABORATORIES
HEET LINIMENT	AMERICAN HOME PRODUCTS CORP	IC LEASING INC FINANCIAL SERVICES	IC INDUSTRIES INC
HEKMAN FURNITURE	BEATRICE FOODS CO	IGLOO JUG	COCA-COLA BOTTLING COMPANY
HENRICI'S RESTAURANTS	GREEN GIANT COMPANY	IGLOO METAL BEVERAGE COOLERS	COCA-COLA BOTTLING COMPANY
HENRY'S DRIVE-IN RESTAURANT	HUBBARD MILLING COMPANY	IGLOO PICNIC CHESTS	COCA-COLA BOTTLING COMPANY
HERFF JONES RECOGNITION AND ACHIEVEM	CARNATION COMPANY	IGLOO PLASTIC BEVERAGE COOLERS	COCA-COLA BOTTLING COMPANY
HERFYS RESTAURANTS	CAMPBELL SOUP COMPANY	IGLOO 55-GALLON ALL-PLASTIC DRUM	COCA-COLA BOTTLING COMPANY
HERMANS WORLD OF SPORTING GOODS STOR	W. R. GRACE & CO	ILLINOIS CENTER CORP REAL ESTATE SER	IC INDUSTRIES INC
HERPRINAR ANTI-COAGULANT	GREYHOUND CORPORATION	ILLINOIS CENTRAL GULF RAILROAD	IC INDUSTRIES INC

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
IMMAC MAKE UP LINE	AMERICAN HOME PRODUCTS COR	JIFFIES CASUAL FOOTWEAR MEN	GULF & WESTERN INDUSTRIES
IMMUEILON/REVIVON NEUROLEPTANALGESIC	RECKITT & COLEMAN LTD	JIMMY CONNORS MENS FASHIONS	CONSOLIDATED FOODS CORPORA
INDERAL CARDIOVASCULAR PRODUCTS	AMERICAN HOME PRODUCTS COR	JOHN MEYER DRESSES WOMEN	W R GRACE & CO
INDUSTRIAL CARPET SHAMPOO AND VACUUM	RECKITT & COLEMAN LTD	JOHN MEYER SPORTSWEAR WOMEN	W R GRACE & CO
INDUSTRIAL SANPIC PINE DISINFECTANT	RECKITT & COLEMAN LTD	JOHN NEWCOMBE SPORTSWEAR MEN	GULF & WESTERN INDUSTRIES
INFRA RUF	AMERICAN HOME PRODUCTS COR	JOHN WEITZ SHIRTS MEN	GULF & WESTERN INDUSTRIES
INSTANT ROBIN COLD WATER STARCH	RECKITT & COLEMAN LTD	JOHNNY MILLER GOLF EQUIPMENT	PEPSICO INC
INSTA-BIND 1000	AMERICAN BRANDS INC	JOLLY OX RESTAURANTS	PILLSBURY COMPANY
INSTEAD FRA	ESMARK INC	JONES NEW YORK BLOUSES WOMEN	W R GRACE & CO
INSULSPRAY	BORDEN INC	JONES NEW YORK DRESSES WOMEN	W R GRACE & CO
INTERNATIONAL STORES	BRITISH AMERICAN TOBACCO	JONES NEW YORK MULTI-PRODUCT	W R GRACE & CO
INTERWOVEN ATHLETIC SOCKS MEN	GULF & WESTERN INDUSTRIES	JONES NEW YORK PANTSUITS WOMEN	W R GRACE & CO
INTERWOVEN SOCKS MEN	GULF & WESTERN INDUSTRIES	JONES NEW YORK SPORTSWEAR WOMEN	W R GRACE & CO
IODOPOE DIAGNOSTIC AGENTS	SQUIBB CORPORATION	JONES NEW YORK SUITS WOMEN	W R GRACE & CO
ISLAND HOLIDAYS RESORTS HAWAII	AMFAC, INC	JONES & LAUGHLIN STEEL CORP GENERAL	LTV CORPORATION
ISORIL VASODILATOR	AMERICAN HOME PRODUCTS COR	JOSEPH MAGNIN SPECIALTY STORES	AMFAC, INC
ISOTONER 500 MASSAGE GLOVES	CONSOLIDATED FOODS CORPORA	JOY LIQUID DETERGENT	PROCTER & GAMBLE COMPANY
ITT COFFEE SERVICE	INTERNATIONAL TELEPHONE AN	JOY & CHEER DETERGENTS	PROCTER & GAMBLE COMPANY
ITT COMMUNITY DEVELOPMENT CORP REAL	INTERNATIONAL TELEPHONE AN	JUBILEE LADIES LINGERIE SLEEP WEAR A	RAPID-AMERICAN CORPORATION
ITT EDUCATIONAL SERVICES HOME STUDY	INTERNATIONAL TELEPHONE AN	JUNIOR DISPRIN	RECKITT & COLEMAN LTD
ITT JABSCO MARINE EQUIPMENT	INTERNATIONAL TELEPHONE AN	JUNIOR LEM-SIP	RECKITT & COLEMAN LTD
ITT MAGICFLASH ELECTRONIC FLASH	INTERNATIONAL TELEPHONE AN	J.J. NEWBERRY VARIETY STORES	RAPID-AMERICAN CORPORATION
ITT TELECOMMUNICATIONS	INTERNATIONAL TELEPHONE AN		
ITT THORP CORP GENERAL PROMOTION	INTERNATIONAL TELEPHONE AN		
IVORY BAR SOAP	PROCTER & GAMBLE COMPANY	KAANAPALI BEACH RESORT	AMFAC, INC
IVORY LIQUID DETERGENT	PROCTER & GAMBLE COMPANY	KANFORT SHOE CARE PRODUCTS	AMERICAN HOME PRODUCTS COR
IVORY SNOW POWDER	PROCTER & GAMBLE COMPANY	KARTRIDG PAK FOOD PROCESSING MACHINE	OSCAR MAYER & CO
IZOD SHIRTS	GENERAL MILLS INC	KAR-A-A-A-TE MEN	NABISCO INC
		KATES SPORTSWEAR WOMEN	CONSOLIDATED FOODS CORPORA
JACK KRAMER TENNIS EQUIPMENT	PEPSICO INC	KAUAI STORES DEPARTMENT STORES	AMFAC, INC
JACK NICKLAUS GOLF SHOES MEN AND WOM	GULF & WESTERN INDUSTRIES	KAYSER HOSIERY WOMEN	GULF & WESTERN INDUSTRIES
JACK-IN-THE-BOX RESTAURANTS	RALSTON PURINA	KAYSER LOUNGEWEAR WOMEN	GULF & WESTERN INDUSTRIES
JANE PARKER DETERGENTS	GREAT ATLANTIC AND PACIFIC	KAYSER SLEEPWEAR WOMEN	GULF & WESTERN INDUSTRIES
JANE PARKER WAXES	GREAT ATLANTIC AND PACIFIC	KENACORT ANTI-INFLAMMATORY COMPOUND	SQUIBB CORPORATION
JANITOR IN A DRUM CLEANER	MORTON-NORWICH PRODUCTS, I	KENALOG ANTI-INFLAMMATORY COMPOUND	SQUIBB CORPORATION
JAVEL BLEACH	STANDARD BRANDS	KENNER BATTERY POWERED TOOTHBRUSHES	GENERAL MILLS INC
JAYSON SHIRTS MEN	GULF & WESTERN INDUSTRIES	KENNER DOLLS & ACCESORIES	GENERAL MILLS INC
JB WILLIAMS ROSE MILK DISTRIBUTOR	NABISCO INC	KENNER GAMES	GENERAL MILLS INC
JEAN D'ALBRET PERFUME	MORTON-NORWICH PRODUCTS, I	KENNER TOYS	GENERAL MILLS INC
JEAN NATE AFTER BATH LOTION	SQUIBB CORPORATION	KENTUCKY FRIED CHICKEN	HEUBLEIN INC
JEAN NATE BATH GEL	SQUIBB CORPORATION	KENTUCKY FRIED CHICKEN FOOD SERVICE	HEUBLEIN INC
JEAN NATE CREAMS LOTIONS & SOAPS	SQUIBB CORPORATION	KEN-CRAFT VEHICLES	IC INDUSTRIES INC
JEAN NATE MULTI-PRODUCT	SQUIBB CORPORATION	KETALAR ANESTHETIC	WARNER-LAMBERT COMPANY
JEAN NATE PERFUME	SQUIBB CORPORATION	KETALAR ANESTHETIC	WARNER-LAMBERT COMPANY
JEAN PATOU PERFUME	BORDEN INC	KEYSTONE RESORT DILLON	RALSTON PURINA
JEAN PATOU SCARVES WOMEN	BORDEN INC	KIMBERLY KNIT COSTUMES WOMEN	GENERAL MILLS INC
JENLEN LIQUID DOUCHE	MORTON-NORWICH PRODUCTS, I	KIMBERLY KNIT DRESSES WOMEN	GENERAL MILLS INC
JERGENS CLEAR MEDICATED COMPLEXION S	AMERICAN BRANDS INC	KIMBERLY KNIT ENSEMBLES WOMEN	GENERAL MILLS INC
JERGENS DIRECT AID HAND LOTION	AMERICAN BRANDS INC	KIMBERLY KNIT PANTSUITS WOMEN	GENERAL MILLS INC
JERGENS GIFT SETS	AMERICAN BRANDS INC	KIMBERLY KNIT SPORTSWEAR WOMEN	GENERAL MILLS INC
JERGENS LOTION	AMERICAN BRANDS INC	KIMBERLY KNIT SUITS WOMEN	GENERAL MILLS INC
JERGENS LOTION SOAP	AMERICAN BRANDS INC	KIMTRON JEWELRY	LIGGETT & MYERS INCORPORATE
JEWEL FOOD STORES GENERAL PROMOTION	JEWEL COMPANIES INC	KING HYDRA RAM	AGWAY INC
JIF LIQUID HOUSEHOLD CLEANER	UNILEVER	KING KAMEHAMEHA HOTEL	AMFAC, INC
		KINGSMILL ON THE JAMES	ANHEUSER-BUSCH INCORPORATE

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
KINGKO MUSHROOMS	CASTLE & COOKE INC	LIONEL TRAINS	GENERAL MILLS INC
KITTINGER FURNITURE	GENERAL MILLS INC	LIPANTYL LIPED CONTROL	WARNER-LAMBERT COMPANY
KITTINGER OFFICE FURNITURE	GENERAL MILLS INC	LISTEREX ACNE SCRUB	WARNER-LAMBERT COMPANY
KLEINSCHMIDT TELECOMMUNICATION EQUIP	SCM CORPORATION	LISTERINE ANTISEPTIC	WARNER-LAMBERT COMPANY
KOHL'S FOOD STORES	BRITISH AMERICAN TOBACCO	LISTERINE ORAL ANTISEPTIC	WARNER-LAMBERT COMPANY
KOHL'S (MISCELLANEOUS)	BRITISH AMERICAN TOBACCO	LISTERINE THROAT LOZENGES	WARNER-LAMBERT COMPANY
KOLYNOS TOOTHPASTE	AMERICAN HOME PRODUCTS COR	LISTERINE TOOTHPASTE	WARNER-LAMBERT COMPANY
KOMPACT TABLET BINDER	SUCREST CORPORATION	LISTERMINT MOUTH WASH	WARNER-LAMBERT COMPANY
KONI SHUCK ABSORBERS	INTERNATIONAL TELEPHONE AN	LISTEROL SPRAY DISINFECTANT	WARNER-LAMBERT COMPANY
KROGER CO. FOOD STORES	KROGER CO	LIVESTOCK AND FARM SPRAY	AGWAY INC
KROGER MATCHES	KROGER CO	LIVING BRA	ESMARK INC
KROMAKODE FILING SYSTEM	AMERICAN BRANDS INC	LIX REAGENTS	GENERAL MILLS INC
KRYLON SPRAY PAINTS HOME	CORDEN INC	LI'L GENERAL STORES	GENERAL HOST CORPORATION
K2R SPOT-LIFTER	MORTON-NORWICH PRODUCTS, I	LLOYDS CREAM ANALGESIC BALM	RECKITT & COLEMAN LTD
		LOBLAW SUPERMARKETS	GEORGE WESTON
		LOESTRIN ORAL CONTRACEPTIVE	WARNER-LAMBERT COMPANY
		LOEWS HOTELS	LOEWS CORPORATION
		LOEWS THEATRES	LOEWS CORPORATION
		LUFT'S CANDY SHOPS	SOUTHLAND CORPORATION
		LONDON CHARACTER SHOES MEN	GULF & WESTERN INDUSTRIES
		LONDON STEAK HOUSES	J LYONS & CO LTD
		LORD BALTIMORE HOTEL BALTIMORE	LOEWS CORPORATION
		LORD JEFF CLOTHES FOR MEN	GENERAL MILLS INC
		LOROPHYN CONTRACEPTIVE	MORTON-NORWICH PRODUCTS, I
		LOUIS GOLDSMITH CLOTHES FOR YOUNG ME	GULF & WESTERN INDUSTRIES
		LOXENE MEDICATED SHAMPOOS	RECKITT & COLEMAN LTD
		LOYAL TRAVEL SERVICE	GREYHOUND CORPORATION
		LO/OVRAL CONTRACEPTIVE	AMERICAN HOME PRODUCTS COR
		LUBRIDERM CREAM & LOTION	WARNER-LAMBERT COMPANY
		LUMS RESTAURANTS	RIVIANA FOODS INC
		LUNDY-PRIGGS BUILDING MATERIALS RETA	AMERICAN MAIZE-PRODUCTS CO
		LUNDY-PRIGGS HOME CONSTRUCTION	AMERICAN MAIZE-PRODUCTS CO
		LUX LIQUID DETERGENT	UNILEVER
		LUX TOILET SOAP	UNILEVER
		LYCRA GIRDLE	ESMARK INC
		LYNCHBURG HARDWARE & GENERAL STORE	BROWN-FOREMAN DISTILLERS C
		LYNCHBURG HARDWARE & GENERAL STORE	BROWN-FOREMAN DISTILLEKS C
		LYON INN	CONSOLIDATED FOODS CORPORA
		LYON'ET RESTAURANTS	CONSOLIDATED FOODS CORPORA
		LYRIL TOILET SOAP	UNILEVER
		L'OREAL COSMETICS	NESTLE ALIMENTANA S A
		MACCO ACRYLIC SUPER CAULK	SCM CORPORATION
		MACCO LIQUID NAILS ADHESIVE	SCM CORPORATION
		MACFISHERIES RESTAURANTS	UNILEVER
		MACRODANTIN URINARY TRACT ANTIBACTER	MORTON-NORWICH PRODUCTS, I
		MAGIC KOTE CONCRETE FORMING EQUIPMEN	GULF & WESTERN INDUSTRIES
		MAGIC PRE-WASH SPRAY CLEANER	GREYHOUND CORPORATION
		MALINA YARN	GREYHOUND CORPORATION
		MAN POWER ANTIPERSPIRANT	GREYHOUND CORPORATION
		MANFREDO MENS AND BOYS UNDERWEAR	RAPID-AMERICAN CORPORATION
		MANN THEATRE MOTIUN PICTURES	GENERAL CINEMA CORPORATION
		MANSFIELD SHOES MEN	GULF & WESTERN INDUSTRIES
		MANSION OVEN PAD OVEN CLEANER	RECKITT & COLEMAN LTD
L & K MOTELS AND RESTAURANTS	CONSOLIDATED FOODS CORPORA		
L & K RESTAURANTS	CONSOLIDATED FOODS CORPORA		
LACTONA TOOTHRUSHES	WARNER-LAMBERT COMPANY		
LADY BOSTONIANS SHOES WOMEN	GULF & WESTERN INDUSTRIES		
LAIYRENER CLOTHING MEN	GULF & WESTERN INDUSTRIES		
LAMBERTON TRAILERS	HUBBARD MILLING COMPANY		
LAMS CARDIAC MONITORING SYSTEM	WARNER-LAMBERT COMPANY		
LAMY WRITING INSTRUMENTS	CONSOLIDATED FOODS CORPORA		
LANO PETROLEUM CO	NATIONAL INDUSTRIES INC		
LANVIN PERFUME & BATH TOILETRIES	SQUIBB CORPORATION		
LARWIN MORTGAGE INVESTORS	LOEWS CORPORATION		
LASALLE PROPERTIES INC REAL ESTATE S	IC INDUSTRIES INC		
LAVA HAND SOAP	PRUCTER & GAMBLE COMPANY		
LAVACOL RUBBING ALCOHOL	WARNER-LAMBERT COMPANY		
LAVENDO FLOOR AND FURNITURE POLISH	RECKITT & COLEMAN LTD		
LAWRENCE HOSE	CONSOLIDATED FOODS CORPORA		
LE CONCORDE HOTEL QUEBEC	LOEWS CORPORATION		
LEARN-AS-YOU-PLAY TOYS	RECKITT & COLEMAN LTD		
LEBEAU PLASTIC MOLDED HOUSEWARES	CONSOLIDATED FOODS CORPORA		
LECTROCLEAR	ESMARK INC		
LEEDS LUGGAGE	RAPID-AMERICAN CORPORATION		
LEEWARDS (MISCELLANEOUS)	GENERAL MILLS INC		
LEM-SIP FOR RELIEF OF COLD SYMPTOMS	RECKITT & COLEMAN LTD		
LENFANT PLAZA HOTEL WASHINGTON	LOEWS CORPORATION		
LENSINE CONTACT LENS SOLUTION	ABBOTT LABORATORIES		
LENTHERIC PERFUME	BRITISH AMERICAN TOBACCO		
LERNER SHOPS (WOMEN'S AND CHILDREN'S	RAPID-AMERICAN CORPORATION		
LEVER BROTHERS CO CONSUMER POLL	UNILEVER		
LEVER BROTHERS PERSONAL PRODUCTS PRE	UNILEVER		
LEVITT & SONS INC BUILDERS	INTERNATIONAL TELEPHONE AN		
LEXINGTON GARDENS NURSERIES	CAMPBELL SOUP COMPANY		
LIBERTY HOUSE DEPARTMENT STORES	AMFAC, INC		
LIFE CARE PLASTIC CONTAINER FOR I.V.	ABBOTT LABORATORIES		
LIFE LINE PROFESSIONAL TOOTHRUSHES	UNILEVER		
LIFEBOUY SOAP	UNILEVER		
LILT HOME PERMANENT	PRUCTER & GAMBLE COMPANY		
LILY WHITE HOSPITAL PRODUCTS	CHESEBROUGH-PONDS		
LINCOLN LIBERTY LIFE INSURANCE	IC INDUSTRIES INC		
LINWEAVE PAPER PRODUCTS	GULF & WESTERN INDUSTRIES		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
MANJION POLISH	RECKITT & COLEMAN LTD	MELTONIAN GREASE AND TAR REMOVER	RECKITT & COLEMAN LTD
MARKET BASKET SUPERMARKETS	KROGER CO	MELTONIAN INSTANT COLOR	RECKITT & COLEMAN LTD
MARKET FORGE FOOD PREPARATION EQUIPM	BEATRICE FOODS CO	MELTONIAN KIDDS STUFF	RECKITT & COLEMAN LTD
MARSONS AUTOMOTIVE PRODUCTS	AMERICAN BRANDS INC	MELTONIAN LEATHER DYE	RECKITT & COLEMAN LTD
MARVEL DETERGENTS	GREAT ATLANTIC AND PACIFIC	MELTONIAN PATENT LEATHER	RECKITT & COLEMAN LTD
MARVEL WAXES	GREAT ATLANTIC AND PACIFIC	MELTONIAN PATENT SPRAY	RECKITT & COLEMAN LTD
MARA DOLLS	QUAKER OATS COMPANY	MELTONIAN PROTECTOR	RECKITT & COLEMAN LTD
MARX GAMES	QUAKER OATS COMPANY	MELTONIAN SELF SHINE POLISH	RECKITT & COLEMAN LTD
MARA TOYS	QUAKER OATS COMPANY	MELTONIAN SHOE CREAM	RECKITT & COLEMAN LTD
MARY PROCTOR APPLIANCES	SCM CORPORATION	MELTONIAN SPORTS WHITE	RECKITT & COLEMAN LTD
MASTER LOCKS HOME	AMERICAN BRANDS INC	MELTONIAN STAIN REMOVER	RECKITT & COLEMAN LTD
MASTERMIND GAME	GENERAL MILLS INC	MELTONIAN SUEDE DRESSING	RECKITT & COLEMAN LTD
MASTERPIECE GAME	GENERAL MILLS INC	MELTONIAN SUEDE DYE	RECKITT & COLEMAN LTD
MASTERPIECE OPHTHALMIC PRODUCTS	WARNER-LAMBERT COMPANY	MELTONIAN SUEDE SPRAY	RECKITT & COLEMAN LTD
MATURETIN CARDIOVASCULAR PRODUCTS	SGUIE CORPORATION	MELTONIAN WATERSTOP	RECKITT & COLEMAN LTD
MAVEST SPORT COATS MEN	GULF & WESTERN INDUSTRIES	MENTHALIN MENTHOLATED DISPOSABLE HAN	RECKITT & COLEMAN LTD
MAX FACTOR COSMETICS	NORTON SIMON, INC	MERCURY SLIPPERS LADIES	GULF & WESTERN INDUSTRIES
MAX FACTOR CREME PERFUME COMPACTS &	NORTON SIMON, INC	MERIDIEN HOTELS	LOEWS CORPORATION
MAX FACTOR ERACE	NORTON SIMON, INC	METRO ADHESIVES	ESMARK INC
MAX FACTOR EYE MAKE-UP	NORTON SIMON, INC	MEURER BAKERIES	JEWEL COMPANIES INC
MAX FACTOR EYE & CHEEK MAKE-UPS	NORTON SIMON, INC	MIAMI CEMENT PRODUCTS	SOUTHDOWN, INC
MAX FACTOR GEMINESSE BUFF-ON LIP POW	NORTON SIMON, INC	MICKEY WRIGHT GOLF EQUIPMENT	PEPSICO INC
MAX FACTOR GEMINESSE PHOTO FACIAL MA	NORTON SIMON, INC	MICROSTAR SCIENTIFIC AND MEDICAL INS	WARNER-LAMBERT COMPANY
MAX FACTOR LIP GLOSS	NORTON SIMON, INC	MICROTHENE F FINELY POWDERED POLYOLE	NATIONAL DISTILLERS AND CH
MAX FACTOR LIPSTICK	NORTON SIMON, INC	MICROTHENE POWDERED POLYOLEFINS	NATIONAL DISTILLERS AND CH
MAX FACTOR MAKE-UP	NORTON SIMON, INC	MIDAS AUTOMOTIVE PRODUCTS	IC INDUSTRIES INC
MAX FACTOR MULTIPRODUCT ADVERTISING	NORTON SIMON, INC	MIDAS INC. GENERAL PROMOTION	IC INDUSTRIES INC
MAX FACTOR PERFUME	NORTON SIMON, INC	MIDAS MINI MOTOR HOMES	IC INDUSTRIES INC
MAX FACTOR PURE MAGIC EYE MAKE-UP	NORTON SIMON, INC	MIDAS MUFFLER	IC INDUSTRIES INC
MAX FACTOR PURE MAGIC LIP & EYE MAKE	NORTON SIMON, INC	MIDAS MUFFLERS PREMIUM OFFER	IC INDUSTRIES INC
MAX FACTOR PURE MAGIC LIPSTICK	NORTON SIMON, INC	MIDAS RECREATIONAL AND COMMERCIAL VE	IC INDUSTRIES INC
MAX FACTOR PURE MAGIC MEDICATED MAKE	NORTON SIMON, INC	MIDAS SHOCK ABSORBERS	IC INDUSTRIES INC
MAX FACTOR STRONGHOLD NAIL GUARD KIT	NORTON SIMON, INC	MIDAS SKIING CHAMPIONSHIPS	IC INDUSTRIES INC
MAX FACTOR ULTRALUCENT EYE MAKE-UP	NORTON SIMON, INC	MIDWEST LIFE LIFE INSUPANCE	IC INDUSTRIES INC
MAX FACTOR ULTRALUCENT LIPSTICK	NORTON SIMON, INC	MILD WHITE DISHWASHING LIQUID	KROGER CO
MAX FACTOR ULTRALUCENT LIPSTICK & NA	NORTON SIMON, INC	MILLIGAN ADHESIVES	ESMARK INC
MAX FACTOR ULTRALUCENT MAKE-UP	NORTON SIMON, INC	MILVEX VITAMINS	GENERAL MILLS INC
MAX FACTOR ULTRALUCENT MAKE-UP & BLU	NORTON SIMON, INC	MILWAUKEE PORTABLE ELECTRIC TOOLS	AMSTAR CORPORATION
MAX FACTOR ULTRALUCENT MULTIPRODUCT	NORTON SIMON, INC	MIN CREAM FURNITURE POLISH	RECKITT & COLEMAN LTD
MAX FACTOR YOGURT SKIN CARE COLLECTI	NORTON SIMON, INC	MINITEC DIAGNOSTIC AGENTS	SQUIBB CORPORATION
MAX-A-FORM CONCRETE FORMING EQUIPMEN	GULF & WESTERN INDUSTRIES	MINI-RACK BINDER	AMERICAN BRANDS INC
MAYFAIR VINYL WALLCOVERINGS	UNILEVER	MIRACLE WHITE FABRIC SOFTENER	BEATRICE FOODS CO
MCCALLS PECIPE CARD COLLECTION	KCA CORPORATION	MIRACLE WHITE NON-POLLUTING DETERGEN	BEATRICE FOODS CO
MCCALL'S SEWING PATTERNS	NORTON SIMON, INC	MIRACLE WHITE POWDERED BLEACH	BEATRICE FOODS CO
MCCROKY VARIETY STORES	RAPID-AMERICAN CORPORATION	MIRACLE WHITE POWERIZER	BEATRICE FOODS CO
MCKEN CHILDRENS AND INFANTS WEAR	RAPID-AMERICAN CORPORATION	MIRACLE WHITE SOIL & STAIN REMOVER	BEATRICE FOODS CO
MCLELLAN VARIETY STORES	RAPID-AMERICAN CORPORATION	MIRACLE WHITE SUPER CLEANER	BEATRICE FOODS CO
MECCANO GAMES	GENERAL MILLS INC	MIRO GAMES	GENERAL MILLS INC
MEDALIST WATCH BANDS	LISGET & MYERS INCORPORATE	MISS DEN COSMETICS	CONSOLIDATED FOODS CORPORA
MEDI-PETS CANINE ANTICONVULSANT	AMERICAN HOME PRODUCTS COR	MISS UNIVERSE BEAUTY PAGEANTS	GULF & WESTERN INDUSTRIES
MELNOR LAWN SPRINKLERS	BEATRICE FOODS CO	MISS USA BEAUTY PAGEANTS	GULF & WESTERN INDUSTRIES
MELTONIAN ALL LEATHER SHINE	RECKITT & COLEMAN LTD	MISTER DONUT SHOPS	INTERNATIONAL MULTIFOODS C
MELTONIAN ANILINE CREAM	RECKITT & COLEMAN LTD	MA PLASTIC MOLDED HOUSEWARES	CONSOLIDATED FOODS CORPORA
MELTONIAN ANTIQUE LEATHER	RECKITT & COLEMAN LTD	MOD NATUPAL HAIR LASHES	SQUIBB CORPORATION
MELTONIAN PASY WHITE	RECKITT & COLEMAN LTD	MODERN LIBRARY BOOKS	RCA CORPORATION

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
MOFFETT TECHNICAL CENTER RECRUITMENT	CPC INTERNATIONAL INC	NBC WNPL-TV STATION	RCA CORPORATION
MOJUD PANTY HOSE WOMEN	GULF & WESTERN INDUSTRIES	NBC WNWS RADIO STATION	RCA CORPORATION
MOLUB-ALLOY LUBRICANTS	BEATRICE FOODS CO	NEBS ANALGESIC	MORTON-NORWICH PRODUCTS, I
MOMENTUM PAIN RELIEVER	AMERICAN HOME PRODUCTS COR	NEET DEPILATORY	ABBOTT LABORATORIES
MON TRIOMPHE MENS COLOGNE	NABISCO INC	NEMBUTAL SEDATIVES	KELLOGG COMPANY
MONARCH MATCH CO GENERAL PROMOTION	GULF & WESTERN INDUSTRIES	NEOCITRAN COLD MEDICINE	KELLOGG COMPANY
MONET COSTUME JEWELRY	GENERAL MILLS INC	NEOCITRAN COLD MEDICINE CHILDREN	BEATRICE FOODS CO
MONOPOLY GAME	GENERAL MILLS INC	NEOCRYL ACRYLIC POLYMERS	GENERAL MILLS INC
MONTEREY JACK'S	RALSTON PURINA	NERF BALLS	CPC INTERNATIONAL INC
MOPMASTER MOPPING EQUIPMENT	RECKITT & COLEMAN LTD	NIAGARA LAUNDRY SPRAY PRE-CLEANER	CPC INTERNATIONAL INC
MORGAN JONES SHEETS	SPRINGS MILLS, INC	NIAGARA SPRAY STARCH	GULF & WESTERN INDUSTRIES
MORGAN YACHTS	BEATRICE FOODS CO	NIBROC TOWELS	GULF & WESTERN INDUSTRIES
MORNY PERFUME	BRITISH AMERICAN TOBACCO	NIMROD PIPE LIGHTERS	CONSOLIDATED FOODS CORPORA
MORTON AGRI-FLO SALT AGRICULTURAL	MORTON-NORWICH PRODUCTS, I	NIP-TITE FABRIC TRIMMINGS AND ACCESS	WARNER-LAMBERT COMPANY
MORTON IOFIXT IODIZED SALT BLOCKS	MORTON-NORWICH PRODUCTS, I	NITROSTAT ANTI-ANGINAL AGENT	GULF & WESTERN INDUSTRIES
MORTON IOFIXT T-M BLOCKS	MORTON-NORWICH PRODUCTS, I	NO NONSENSE HOSIERY WOMEN	GULF & WESTERN INDUSTRIES
MORTON IOFIXT T-M MIXING SALT WITH V	MORTON-NORWICH PRODUCTS, I	NO NONSENSE PANTY HOSE WOMEN	ESMARK INC
MORTON MULTI-PRODUCT ADVERTISING	MORTON-NORWICH PRODUCTS, I	NO VISIBLE MEANS OF SUPPORT BRA	UNILEVER
MORTON PELLETS WATER TREATMENT	MORTON-NORWICH PRODUCTS, I	NORDSEE SHOPS AND RESTAURANTS	MORTON-NORWICH PRODUCTS, I
MORTON T-M BLOCKS MEDICATED	MORTON-NORWICH PRODUCTS, I	NORFORMS FEMININE SUPPOSITORIES	WARNER-LAMBERT COMPANY
MORTON 2.4 MINERAL MIXTURE WITH VITA	MORTON-NORWICH PRODUCTS, I	NORLESTIN ORAL CONTRACEPTIVE	IC INDUSTRIES INC
MOTIVAI DRUGS FOR ANXIETY AND DEPRES	SQUIBB CORPORATION	NURKIS VEHICLES	PEPSICO INC
MOUNTAIN JACK'S	RALSTON PURINA	NORTH AMERICAN VAN LINES MOVING SERV	PEAVEY COMPANY
MOVENPICK RESTAURANTS	NESTLE ALIMENTANA S A	NORTHWEST FABRIC CENTERS	MORTON-NORWICH PRODUCTS, I
MPC PLASTIC MODEL KITS	GENERAL MILLS INC	NORWICH ASPIRIN	MORTON-NORWICH PRODUCTS, I
MR ALEX SPORTSWEAR WOMEN	BORDEN INC	NORWICH GLYCEIN SUPPOSITORIES	AMERICAN HOME PRODUCTS COR
MR CLEAN ALL PURPOSE CLEANER	PROCTER & GAMBLE COMPANY	NOXON METAL POLISH	MORTON-NORWICH PRODUCTS, I
MR GASKET RACING PRODUCTS	W R GRACE & CO	NP-27 ATHLETE'S FOOT CARE	RECKITT & COLEMAN LTD
MR PANEL PANELING & ACCESORIES	PET INCORPORATED	NULON HAND CREAM	NESTLE ALIMENTANA S A
MR SHEEN AEROSOL CLEANER POLISH	RECKITT & COLEMAN LTD	NUTRIN COSMETICS	CARNATION COMPANY
MR JOHN MENS AND BOYS UNDERWEAR	RAPID-AMERICAN CORPORATION	NYSTROM MULTIMEDIA LEARNING SYSTEMS	
MUNARI SKI BOOTS FAMILY	BEATRICE FOODS CO		
MURINE EYE DROPS & WASHER	ABBOTT LABORATORIES		
MURINE EYE WASH	ABBOTT LABORATORIES	OCUSOL EYE DROPS	MORTON-NORWICH PRODUCTS, I
MURINE II EYE DROPS	ABBOTT LABORATORIES	ODOREX DEODORANTS	CONSOLIDATED FOODS CORPORA
MYADEC VITAMINS	WARNER-LAMBERT COMPANY	ODORONO DEODORANTS	CHESEBROUGH-PONDS
MYCLOG ANTI-INFLAMMATORY COMPOUND	SQUIBB CORPORATION	OKTOBERFEST	ANHEUSER-BUSCH INCORPORATE
MYCOSTATIN ANTIBIOTICS	SQUIBB CORPORATION	OLD COUNTRY VILLAGE	ANHEUSER-BUSCH INCORPORATE
MYSTECILIN-F ANTIBIOTICS	SQUIBB CORPORATION	OLD ENGLISH FURNITURE POLISH	AMERICAN HOME PRODUCTS COR
MYSTIK TAPES	BORDEN INC	OLD FASHIONED MILK SOAP	PET INCORPORATED
		OMNIPEN ANTIBIOTICS	AMERICAN HOME PRODUCTS COR
NADLER LIGHTING	INTERNATIONAL MULTIFOODS C	ONDINE BATH DEW	RECKITT & COLEMAN LTD
NAPPIES CHILDRENS AND INFANTS WEAR	RAPID-AMERICAN CORPORATION	ONE UP SPORTSWEAR WOMEN	W R GRACE & CO
NATIONAL CITY BANK OF MINNEAPOLIS	ARCHER-DANIELS-MIDLAND COM	OPTILETS VITAMINS	ABBOTT LABORATORIES
NATIONAL GROCERS SUPERMARKETS	GEORGE WESTON	ORAGRAFIN DIAGNOSTIC AGENTS	SQUIBB CORPORATION
NATURE SCENTS BAR	AMERICAN BRANDS INC	ORDA-FLU CABINETS	AMERICAN BRANDS INC
NAZARETH SLEEPWEAR & UNDERWEAR CHILD	GULF & WESTERN INDUSTRIES	ORLANE COSMETICS	MORTON-NORWICH PRODUCTS, I
NBC KBBK RADIO STATION	RCA CORPORATION	OSBORN ANIMAL HEALTH PRODUCTS	INTERNATIONAL MULTIFOODS C
NBC RADIO NETWORK	RCA CORPORATION	OSCO DRUG STORES	JEWEL COMPANIES INC
NBC TELEVISION NETWORK	RCA CORPORATION	OTASCO AUTOMOTIVE AND HOME ACCESORI	RAPID-AMERICAN CORPORATION
NBC WKYC-TV STATION	RCA CORPORATION	OTTAWA COMMANDO TRACTORS	GULF & WESTERN INDUSTRIES
NBC WMAG RADIO STATION	RCA CORPORATION	OUIJA GAME	GENERAL MILLS INC
NBC WMAG-TV STATION	RCA CORPORATION	OUR OWN DETERGENTS	GREAT ATLANTIC AND PACIFIC
NBC WNBC RADIO STATION	RCA CORPORATION	OUR OWN WAXES	GREAT ATLANTIC AND PACIFIC
		OUTGRO	AMERICAN HOME PRODUCTS CO

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
OVERTIME SPRAY DISINFECTANT DEODORIZ	CHESEBROUGH-PONDS	PERTUSSIN COUGH AND COLD REMEDIES	CHESEBROUGH-PONDS
OVRAAL CONTRACEPTIVE	AMERICAN HOME PRODUCTS COR	PETER JACKSON CLASSIC WOMENS GOLF TU	IMASCO LTD
OXFORD SANITATION GOODS AND SERVICES	CONSOLIDATED FOODS CORPORA	PETROTHENE POLYETHYLENE RESINS	NATIONAL DISTILLERS AND CH
OXIPOR VHC FOR PSORIASIS	AMERICAN HOME PRODUCTS COR	PGS SILICA	INTERNATIONAL TELEPHONE AN
OXALL HANDTOWELS	CONSOLIDATED FOODS CORPORA	PHASE III DEODORANT SOAP	UNILEVER
OXYLOL LAUNDRY DETERGENT	PROCTER & GAMBLE COMPANY	PHENERGAN EXPECTORANT	AMERICAN HOME PRODUCTS COR
O-C-E-L-O SPONGES	GENERAL MILLS INC	PHILIPSBORN EQUITIES INC REAL ESTATE	IC INDUSTRIES INC
		PHOENIX HOSIERY WOMEN	GULF & WESTERN INDUSTRIES
PACIFIC INTERMOUNTAIN EXPRESS	IU INTERNATIONAL CORPORATI	PICATO'S FASHIONS	GENERAL MILLS INC
PADA-WAX IMPREGNATED SPONGE SHOE POLI	RECKITT & COLEMAN LTD	PICCADILLY PALACE GIFT SHOPS	IMASCO LTD
PAINTING FOR PLEASURE OIL SET	RECKITT & COLEMAN LTD	PIERRE CARDIN SHOES MEN	GULF & WESTERN INDUSTRIES
PAINTING FOR PLEASURE WATER COLOUR S	RECKITT & COLEMAN LTD	PIETRO'S RESTAURANTS	CAMPBELL SOUP COMPANY
PAMPERS DISPOSABLE DIAPERS	PROCTER & GAMBLE COMPANY	PILOT STAPLING MACHINES	AMERICAN BRANDS INC
PANHEPRIN ANTI-COAGULANT	ABBOTT LABORATORIES	PIX OF AMERICA SHOE RETAILING CHAIN	W R GRACE & CO
PANULOG VETERINARY PRODUCTS	ABBOTT LABORATORIES	PLALIDYL SEDATIVES	ABBOTT LABORATORIES
PANTHEON BOOKS	SQUIBB CORPORATION	PLASMATEIN PLASMA PROTEIN FRACTION	ABBOTT LABORATORIES
PAPER MAID PAPER PRODUCTS	KCA CORPORATION	PLASTIC WOOD FIBER WOOD FILLER	AMERICAN HOME PRODUCTS COR
PAR EX CHEMICALS	GULF & WESTERN INDUSTRIES	PLASTI-KOTE	CONSOLIDATED FOODS CORPORA
PARADISE ISLAND HOTEL & VILLAS VASSA	ESMARK INC	PLAYMATE METAL BEVERAGE COOLERS	COCA-COLA BOTTLING COMPANY
PARAMOUNT MOTION PICTURE CORP MOTION	LOEWS CORPORATION	PLAYMATE PICNIC CHESTS	COCA-COLA BOTTLING COMPANY
PARIS BELTS AND UNDERWEAR MEN	GULF & WESTERN INDUSTRIES	PLAYMATE PLASTIC BEVERAGE COOLERS	COCA-COLA BOTTLING COMPANY
PARKER GAMES	GULF & WESTERN INDUSTRIES	PLAYTEX BRAS	ESMARK INC
PARKER SPORTS EQUIPMENT	GENERAL MILLS INC	PLAYTEX FEMININE TOWELETTES	ESMARK INC
PARSONS AMMONIA	GENERAL MILLS INC	PLAYTEX GIRDLES	ESMARK INC
PATTY BERG GOLF EQUIPMENT	GREYHOUND CORPORATION	PLAYTEX HOSIERY FAMILY	ESMARK INC
PAY DAY GAME	PEPSICO INC	PLAYTEX LIVING GLOVES HOUSEHOLD USE	ESMARK INC
PCP WATER PURIFIER HOME	GENERAL MILLS INC	PLAYTEX MADE TO ORDER HOSIERY	ESMARK INC
PEARS COMPLEXION SOAP	CONSOLIDATED FOODS CORPORA	PLAYTEX NURSER	ESMARK INC
PEAVEY BUILDING SUPPLY	UNILEVER	PLAYTEX PANTSLINEK FOUNDATIONS	ESMARK INC
PEAVEY MART FARM SUPPLY STORES	PEAVEY COMPANY	PLAYTEX STOCKINGS AND PANTIHOSE WOMEN	ESMARK INC
PEAVEY THUNDERBIRD HOME CENTERS	PEAVEY COMPANY	PLAYTEX TAMPONS	ESMARK INC
PEGGY SAGE COSMETIC PRODUCTS	PEAVEY COMPANY	PLAZA INTERNATIONAL	LTV CORPORATION
PEG-PAG STORES	CHESEBROUGH-PONDS	PLUMMER-MCCUTCHEON (HOUSEHOLD)	GULF & WESTERN INDUSTRIES
PENNSYLVANIA HOUSE FURNITURE	BRITISH AMERICAN TOBACCO	POCKET-REF NOTEBOOKS	AMERICAN BRANDS INC
PENNY PINCHER INN	GENERAL MILLS INC	POINT SET SPORTSWEAR MEN & WOMEN	CONSOLIDATED FOODS CORPORA
PENTHRANE ANESTHETICS	CONSOLIDATED FOODS CORPORA	POINT SET SPORTSWEAR WOMEN	CONSOLIDATED FOODS CORPORA
PENTIDS ANTIBIOTICS	ABBOTT LABORATORIES	POLLUTION CONTROL PRODUCTS INC BUSIN	CONSOLIDATED FOODS CORPORA
PENTOTHAL ANESTHETICS	SQUIBB CORPORATION	POLYCAT URETHANE CATALYST	ABBOTT LABORATORIES
PEPSODENT TOOTH POWDER	ABBOTT LABORATORIES	PONDS COLD CREAM	CHESEBROUGH-PONDS
PEPSODENT TOOTHRUSHES	UNILEVER	PONDS CREAMS & LOTIONS	CHESEBROUGH-PONDS
PEPSODENT TOOTHPASTE	UNILEVER	PONDS SKIN CREAMS PREMIUM OFFER	CHESEBROUGH-PONDS
PEPTO-BISMOL ANTI-DIARRHEAL	UNILEVER	PONSTEL ANTI-ARTHRITIC AGENT	WARNER-LAMBERT COMPANY
PEQUOT SHEETS	NORTON-NORWICH PRODUCTS, I	POOL SWEEP AUTOMATIC POOL CLEANER	CASTLE & COOKE INC
PERITRATE ETHICAL PHARMACEUTICALS	SPRINGS MILLS, INC	PUPPIN FRESH PIE SHOPS	PILLSBURY COMPANY
PERMA LIFT BRASSIERES AND GIRDLES	WARNER-LAMBERT COMPANY	PUSH PUFFS FACIAL TISSUES	PROCTER & GAMBLE COMPANY
PERMA-GRIP DENTURE ADHESIVE CREAM	GULF & WESTERN INDUSTRIES	PUSH HOUSE RESTAURANTS	GREYHOUND CORPORATION
PERSONNA DOUBLE II RAZOR	WARNER-LAMBERT COMPANY	PUVAN PINWORM TREATMENT	WARNER-LAMBERT COMPANY
PERSONNA DOUBLE II RAZOR BLADES	PHILLIP MORRIS INCORPORATE	POWER MASTER TOOLS	CONSOLIDATED FOODS CORPORA
PERSONNA DOUBLE II SHAVING SYSTEM	PHILLIP MORRIS INCORPORATE	POWEROADY AUTO PARTS	GULF & WESTERN INDUSTRIES
PERSONNA RAZOR BLADES	PHILLIP MORRIS INCORPORATE	POWERFLU AUTO FILTERS	GULF & WESTERN INDUSTRIES
PERSONNA THE LADY DOUBLE II SHAVER	PHILLIP MORRIS INCORPORATE	POWERIDE AUTO PAPIS	GULF & WESTERN INDUSTRIES
PET ABSORBENT PAPER PRODUCTS	PHILLIP MORRIS INCORPORATE	POWERIZED AUTO PARTS	GULF & WESTERN INDUSTRIES
PET SPORTSWEAR	GULF & WESTERN INDUSTRIES	PRAGER BRUSHES	CONSOLIDATED FOODS CORPORA
PERTINI SPORTSWEAR	CONSOLIDATED FOODS CORPORA	PRECISION CRAFT TOOLS	CONSOLIDATED FOODS CORPORA
	CONSOLIDATED FOODS CORPORA	PRELL CONCENTRATE SHAMPOO	PROCTER & GAMBLE COMPANY

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
PRELL LIQUID SHAMPOO	PROCTER & GAMBLE COMPANY	G-TIPS STERILE SWABS	CHESEBROUGH-PONDS
PRELL SHAMPOOS & SECRET DEODORANTS	PROCTER & GAMBLE COMPANY		
PREMARIN ETHICAL PHARMACEUTICAL	AMERICAN HOME PRODUCTS CORP		
PREP FLOOR CLEANER IN TABLET FORM	RECKITT & COLEMAN LTD	PASRO PHARMACEUTICALS	BEATRICE FOODS CO
PREPARATION H CLEANSING PADS	AMERICAN HOME PRODUCTS CORP	RAEWIN CLOTHING MEN	GULF & WESTERN INDUSTRIES
PREPARATION H SUPPOSITORIES & OINTMENT	AMERICAN HOME PRODUCTS CORP	RAFFLES WEAR	GULF & WESTERN INDUSTRIES
PRESTIGE CUTLERY	AMERICAN HOME PRODUCTS CORP	RAINBOW CRAFTS PLAY DOH	GENERAL MILLS INC
PRESTIGE PRESSURE COOKERS	AMERICAN HOME PRODUCTS CORP	PAINDROPS WATER SOFTENER	A E STALEY MANUFACTURING C
PRIDE WINDOW SHADES	CONSOLIDATED FOODS CORPORA	PAINY DAY COLOURING KIT	RECKITT & COLEMAN LTD
PRIMA CRIMPED RAYON	INTERNATIONAL TELEPHONE AN	PANCH HOUSE RESTAURANTS	RIVIANA FOODS INC
PRIMATENE MIST	AMERICAN HOME PRODUCTS CORP	PANDORA HOUSE PUBLISHERS	RCA CORPORATION
PRIMATENE TABLETS	AMERICAN HOME PRODUCTS CORP	RAPID-AMERICAN CORP RETAIL STORES	RAPID-AMERICAN CORPORATION
PRINCE MATCHABELLI PERFUME	CHESEBROUGH-PONDS	RAUDIXIN CARDIOVASCULAR PRODUCTS	SQUIBB CORPORATION
PRINCE MATCHABELLI PERFUME & BATH TUB	CHESEBROUGH-PONDS	PAUTRAX CARDIOVASCULAR PRODUCTS	SQUIBB CORPORATION
PRINCIPEN ANTIBIOTICS	SQUIBB CORPORATION	RAUZIDE CARDIOVASCULAR PRODUCTS	SQUIBB CORPORATION
PRINZONE VETERINARY PRODUCTS	SQUIBB CORPORATION	RCA ANTENNAS	RCA CORPORATION
PRIPSEN ANTHELMINTIC	RECKITT & COLEMAN LTD	RCA BLACK & WHITE TELEVISION SETS	RCA CORPORATION
PRISM ACRYLIC EMULSION POLISH	RECKITT & COLEMAN LTD	RCA BOAT STEREO SYSTEMS	RCA CORPORATION
PRISTEEN FEMININE DEODORANT	WARNER-LAMBERT COMPANY	RCA COLOR PICTURE TUBES	RCA CORPORATION
PROCTER & GAMBLE HOUSEHOLD PRODUCTS	PROCTER & GAMBLE COMPANY	RCA COLOR TELEVISION SETS	RCA CORPORATION
PROCTER & GAMBLE TOILETRIES MULTIPRO	PROCTER & GAMBLE COMPANY	RCA COMMERCIAL SERVICES	RCA CORPORATION
PROCTER & SCHWARTZ FURNACES	SCM CORPORATION	RCA CONSUMER SERVICES	RCA CORPORATION
PROCTOR-SILEX COFFEE MAKER	SCM CORPORATION	RCA EL EQUIP FOR BROADCASTING & COMM	RCA CORPORATION
PROCTOR-SILEX IRON	SCM CORPORATION	RCA ELECTRONIC DEFENSE EQUIPMENT	RCA CORPORATION
PROCTOR-SILEX MULTI-PRODUCT ADVERTIS	SCM CORPORATION	RCA GLOBAL COMMUNICATIONS	RCA CORPORATION
PROCTOR-SILEX TOASTERS	SCM CORPORATION	RCA MINI-STATE TV ANTENNA	RCA CORPORATION
PROCTOR-SILEX TOASTER-OVENS	SCM CORPORATION	RCA MUSIC SERVICES	RCA CORPORATION
PROFENT TOOTHPASTE AND TOOTHPASTE	CONSOLIDATED FOODS CORPORA	RCA PARTS & ACCESSORIES	RCA CORPORATION
PROFILATE ANTI-HEMOPHILIC FACTOR	ABBOTT LABORATORIES	RCA RADIO SCANNERS	RCA CORPORATION
PROLIXIN DECANOATE DRUGS FOR CENTRAL	SQUIBB CORPORATION	RCA RECORDS & TAPES	RCA CORPORATION
PROLIXIN DRUGS FOR CENTRAL NERVOUS S	SQUIBB CORPORATION	RCA SOLID-STATE DEVICES	RCA CORPORATION
PROLIXIN ENATHATE DRUGS FOR CENTRAL	SQUIBB CORPORATION	RCA TELEVISION SETS	RCA CORPORATION
PROLOID ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY	RCW HOME ICE CREAM FREEZERS	DIBRELL BROTHERS INCORPORA
PRONESTYL CARDIOVASCULAR PRODUCTS	SQUIBB CORPORATION	RCW WOODENWARE	DIBRELL BROTHERS INCORPORA
PROPERTS SADDLE SOAP	RECKITT & COLEMAN LTD	REA AND DERICK DRUG STORES	AMERICAN STORES COMPANY
PROPHECY FRAGRANCES	CHESEBROUGH-PONDS	REA-PLEX BOVINE PRODUCTS	AMERICAN HOME PRODUCTS CORP
PROTECTOR 3L SEED TREATMENT	AGWAY INC	RECKITTS BAG BLUE	RECKITT & COLEMAN LTD
PRO-GIBB PLANT GROWTH REGULATOR	ABBOTT LABORATORIES	RECKITTS LIQUID BLUE	RECKITT & COLEMAN LTD
PUFFS FACIAL TISSUE	PROCTER & GAMBLE COMPANY	RED LOBSTER INNS	GENERAL MILLS INC
PUNCH & JUDY CHILDRENS TOOTHPASTE	RECKITT & COLEMAN LTD	RED TOP SEDAN SERVICE	GREYHOUND CORPORATION
PURE BREW COFFEE FILTERS	PILLSBURY COMPANY	REEVES CRAFT KITS	RECKITT & COLEMAN LTD
PURINA GERMICIDE	RALSTON PURINA	REFLEX ARM MILKER	AGWAY INC
PURINA HEALTH AIDS	RALSTON PURINA	REGENCY HOTEL NEW YORK	LOEWS CORPORATION
PURINA INSECTICIDES	RALSTON PURINA	REGINA DI QUADRI ERA	ESMARK INC
PURITY ABSORBENT PAPER PRODUCTS	GULF & WESTERN INDUSTRIES	REJOIRE POLISH	CHESEBROUGH-PONDS
PYRIDIUM ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY	RELY TAMPONS	PROCTER & GAMBLE COMPANY
P-A-G HYBRID SEED	CARGILL INC	RENAULD SUNGLASSES	UNITED BRANDS
P-A-G HYBRID SEED DEALERS	CARGILL INC	RENOGRAFIN DIAGNOSTIC AGENTS	SQUIBB CORPORATION
P/INSTAN ANALGESICS	CARGILL INC	RENOQUID SULFONAMIDE	WARNER-LAMBERT COMPANY
	WARNER-LAMBERT COMPANY	RENOTEC KIT DIAGNOSTIC AGENTS	SQUIBB CORPORATION
		REPUBLIC LUMBER HOME IMPROVEMENT CEN	JEWEL COMPANIES INC
QT PREGNENCY TEST	WARNER-LAMBERT COMPANY	RESBAN SANDRUFF TREATMENT	AMERICAN HOME PRODUCTS CORP
QUECHEE LAKES REAL ESTATE	LOEWS CORPORATION	RESINITE PACKAGING FILM	BORDEN INC
QUIET WORLD CALMATIVE TABLETS	AMERICAN HOME PRODUCTS CORP	RESINITE PACKAGING FILM	BORDEN INC
Q-TIPS STERILE SWABS	CHESEBROUGH-PONDS	RESTAURA	GREYHOUND CORPORATION

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
REXONA TOILET SOAP	UNILEVER	SAMSONITE FURNITURE	BEATRICE FOODS CO
RHEUMA-SFALT PAIN RELIEVER	AMERICAN HOME PRODUCTS COR	SAMSONITE LUGGAGE	BEATRICE FOODS CO
RHODES DEPARTMENT STORES	AMFAC, INC	SAMSONITE OUTDOOR FURNITURE	BEATRICE FOODS CO
RICHLEE SHOE CO (APPAREL MEN)	GENERAL MILLS INC	SANDCASTLE SWIMWEAR & ACCESSORIES WO	GULF & WESTERN INDUSTRIES
RIGU AGRICULTURAL CHEMICALS	CENTRAL SOYA	SANDERS PAINTS	CONSOLIDATED FOODS CORPORA
RIN BAR DETERGENT	UNILEVER	SANDLER OF BOSTON CASUAL SHOES WOMEN	GULF & WESTERN INDUSTRIES
RINSENAVAC CARPET CLEANING MACHINES	LIGGETT & MYERS INCORPORATE	SANDLER OF BOSTON SHOES AND BOOTS WO	GULF & WESTERN INDUSTRIES
RINSENAVAC CLEANER	LIGGETT & MYERS INCORPORATE	SANDLER OF BOSTON SHOES WOMEN	GULF & WESTERN INDUSTRIES
RINSENAVAC DEFOAMER	LIGGETT & MYERS INCORPORATE	SANFAX SANITATION GOODS AND SERVICES	CONSOLIDATED FOODS CORPORA
RINSENAVAC PRESPOTTER	LIGGETT & MYERS INCORPORATE	SANI-FLUSH BOWL CLEANERS	AMERICAN HOME PRODUCTS COR
RINSENAVAC RENTAL CARPET CLEANING SYS	LIGGETT & MYERS INCORPORATE	SANI-FOAM BATHROOM CLEANER	AMERICAN HOME PRODUCTS COR
RINSO POWDER DETERGENT	UNILEVER	SANPIC DISINFECTANT	RECKITT & COLEMAN LTD
RIOFAN ANTIACID	AMERICAN HOME PRODUCTS COR	SANTO DOMINGO HOTEL	GULF & WESTERN INDUSTRIES
PIT LIQUID & POWDER DYES	LPC INTERNATIONAL INC	SAPPHIRE HOSIERY WOMEN	GULF & WESTERN INDUSTRIES
RIVERSIDE FERTILIZERS	COOK INDUSTRIES, INC	SARANAC AR ALFALFA	AGWAY INC
ROAMER SCRUBBING AND POLISHING MACHI	RECKITT & COLEMAN LTD	SAVE-EASY STORES	GEORGE WESTON
ROBERT BRUCE SPORTSWEAR MEN	CONSOLIDATED FOODS CORPORA	SAV-ON DRUGSTORES	KROGER CO
ROBERTSON STORES	NATIONAL INDUSTRIES INC	SAYVETTE DEPARTMENT STORES	GEORGE WESTON
ROBIN AEROSOL SPRAY STARCH	RECKITT & COLEMAN LTD	SCANDIA HOUSE RESTAURANTS	INTERNATIONAL MULTIFOODS C
ROBIN STARCH	RECKITT & COLEMAN LTD	SCANDIA PERFUME	BRITISH AMERICAN TOBACCO
ROGER PARA COSMETICS	CONSOLIDATED FOODS CORPORA	SCANDIA SOFTSIDE LUGGAGE	BEATRICE FOODS CO
ROGER WILLIAMS WATCH BANDS	LIGGETT & MYERS INCORPORATE	SCHIAPARELLI HOSIERY WOMEN	GULF & WESTERN INDUSTRIES
ROGERS TOBACCO POUCHES	GULF & WESTERN INDUSTRIES	SCHICK ELECTRIC HOT LATHER DISPENSER	WARNER-LAMBERT COMPANY
ROLAIDS ANTACID-ANALGESIC	WARNER-LAMBERT COMPANY	SCHICK FRESH AIR MACHINE	WARNER-LAMBERT COMPANY
ROLANE SALES CORP (APPAREL-FAMILY)	GULF & WESTERN INDUSTRIES	SCHICK INJECTOR RAZORS & BLADES	WARNER-LAMBERT COMPANY
ROYAL BISCAYNE HOTEL KEY BISCAYNE	INTERNATIONAL TELEPHONE AN	SCHICK INSTAMATIC RAZOR	WARNER-LAMBERT COMPANY
ROYAL BUFFET RESTAURANTS	CONSOLIDATED FOODS CORPORA	SCHICK SHAVING PRODUCTS	WARNER-LAMBERT COMPANY
ROYAL HAWAIIAN TOURS	GREYHOUND CORPORATION	SCHICK SUPER CHROME CARTRIDGE	WARNER-LAMBERT COMPANY
ROYAL HIBERNIAN	J LYONS & CO LTD	SCHICK SUPER II CARTRIDGE SHAVING SY	WARNER-LAMBERT COMPANY
ROYAL KAAHAPALI GOLF COURSE	AMFAC, INC	SCHICK SUPER STAINLESS BLADES	WARNER-LAMBERT COMPANY
ROYAL LAHAINA RESORT	AMFAC, INC	SCHICK TWIN DOUBLE EDGE RAZOR BLADES	WARNER-LAMBERT COMPANY
ROYALL LYME	CHESEBROUGH-PONDS	SCHICK 2002 TWIN DOUBLE EDGE BLADES	WARNER-LAMBERT COMPANY
RUGGER WOMEN SPORTSWEAR	CONSOLIDATED FOODS CORPORA	SCHIFFON DETERGENT	GREYHOUND CORPORATION
RUSSEL TAYLOR LEATHER COATS	CONSOLIDATED FOODS CORPORA	SCHON UND FEST BRA	ESMARK INC
RYDER TRUCK LINES	LC INTERNATIONAL CORPORATI	SCHRAFFTS RESTAURANT MOTOR INN	PET INCORPORATED
		SCM COPIER	SCM CORPORATION
		SCOPE MOUTHWASH	PROCTER & GAMBLE COMPANY
SAFEGUARD DEODORANT SOAP	PROCTER & GAMBLE COMPANY	SCOTTS FERTILIZERS	INTERNATIONAL TELEPHONE AN
SAFEGUARD FOOD STORES	SAFEGUARD STORES INCORPORATE	SCOTTS LAWN PRODUCTS	INTERNATIONAL TELEPHONE AN
SAFEGUARD MOTOR OIL	SAFEGUARD STORES INCORPORATE	SCOTTS PEST CONTROLS	INTERNATIONAL TELEPHONE AN
SAF-TIP DISPOSABLE ENEMA	WARNER-LAMBERT COMPANY	SCOTTS PLUS 2 WEED KILLER & TURF BUI	INTERNATIONAL TELEPHONE AN
SAKS FIFTH AVENUE (APPAREL-CHILDREN)	BRITISH AMERICAN TOBACCO	SCOTTS TURF BUILDER	INTERNATIONAL TELEPHONE AN
SAKS FIFTH AVENUE (APPAREL-FAMILY)	BRITISH AMERICAN TOBACCO	SEAY AND THUMAS INC REAL ESTATE SERV	IC INDUSTRIES INC
SAKS FIFTH AVENUE (APPAREL-MEN & WOM)	BRITISH AMERICAN TOBACCO	SEA-LAND CARGO SERVICE	R J REYNOLDS INDUSTRIES IN
SAKS FIFTH AVENUE (APPAREL-MEN)	BRITISH AMERICAN TOBACCO	SECRET DRY FORMULA ANTI-PERSPIRANT	PROCTER & GAMBLE COMPANY
SAKS FIFTH AVENUE (APPAREL-WOMEN)	BRITISH AMERICAN TOBACCO	SECRET SUPER SPRAY DEODORANT	PROCTER & GAMBLE COMPANY
SAKS FIFTH AVENUE (DRUGS & TOILET)	BRITISH AMERICAN TOBACCO	SEEL SELF SHINE LIQUID FOR FLOORS	RECKITT & COLEMAN LTD
SAKS FIFTH AVENUE (HOUSEHOLD)	BRITISH AMERICAN TOBACCO	SEGA ENTERPRISES COIN-OPERATED AMUSE	GULF & WESTERN INDUSTRIES
SAKS FIFTH AVENUE (JEWELRY)	BRITISH AMERICAN TOBACCO	SELSUM BLUE ANTIDANDPUFF SHAMPOO	ABBOTT LABORATORIES
SAKS FIFTH AVENUE (MISCELLANEOUS)	BRITISH AMERICAN TOBACCO	SEQUOIA SUNRISE REDWOOD OUTDOOR FURN	BEATRICE FOODS CO
SALVAXUM ARTHRITIS PAIN FORMULA	AMERICAN HOME PRODUCTS COR	SERAX ANTI-ANXIETY	AMERICAN HOME PRODUCTS COR
SALVO TABLET DETERGENT	PROCTER & GAMBLE COMPANY	SERTIN EFFERVESCENT VITAMIN C TABLET	RECKITT & COLEMAN LTD
SAM SNEAD GOLF EQUIPMENT	PEPSICO INC	SERUTAN FLAVORED POWDERED LAXATIVE	NABISCO INC
SAMSON RAILROAD BRAKE SHOES	LC INDUSTRIES INC	SERUTAN LAXATIVE	NABISCO INC
SAMSONITE FOLDAWAY FURNITURE	BEATRICE FOODS CO	SETHOTOPE DIAGNOSTIC AGENTS	SQUIBB CORPORATION

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
SHAKLY'S PIZZA PARLOR	GULF & WESTERN UNITED CORPO	SOUTIEN MAGIC PRA	ESMARK INC
SHAMHOUSE SPORTS OUTERWEAR MEN	GULF & WESTERN INDUSTRIES	SPALT ANALGESIC	AMERICAN HOME PRODUCTS COR
SHASTA TRAILERS	W R GRACE & CO	SPANDIN ARTHRITIS PAIN RELIEVER	ABBOTT LABORATORIES
SHAW FURNITURE	GENERAL MILLS INC	SPARTAN GRAPHICS	GERBER PRODUCTS COMPANY
SHELBY MENS FASHIONS	CONSOLIDATED FOODS CORPORA	SPECTAM ANTI-INFECTIONOUS FOR POULTRY	ABBOTT LABORATORIES
SHERATON HOTELS	INTERNATIONAL TELEPHONE AN	SPEC-T COUGH & COLD PRODUCTS	SQUIBB CORPORATION
SHERATON HOTELS IN HAWAII	INTERNATIONAL TELEPHONE AN	SPEEDWRITING INSTITUTE CORRESPONDENC	INTERNATIONAL TELEPHONE AN
SHERATON HOTELS IN LATIN AMERICA	INTERNATIONAL TELEPHONE AN	SPHERE MAGAZINE	GENERAL MILLS INC
SHERATON HOTELS IN MEXICO & THE CARI	INTERNATIONAL TELEPHONE AN	SPIC & SPAN CLEANER	PROCTER & GAMBLE COMPANY
SHERATON HOTELS & MOTOR INNS	INTERNATIONAL TELEPHONE AN	SPICE GARDEN CUTLERY	AMERICAN HOME PRODUCTS COR
SHERATON INNS	INTERNATIONAL TELEPHONE AN	SPIROGRAPH DESIGN TOYS	GENERAL MILLS INC
SHERATON OLYMPIC VILLAS ORLANDO	INTERNATIONAL TELEPHONE AN	SPOTNAILS INDUSTRIAL FASTENERS	AMERICAN BRANDS INC
SHERATON-CONESTOGA VILLAGE LANCASTER	INTERNATIONAL TELEPHONE AN	SPRAY N VAC RUG CLEANER	UNILEVER
SHIELD GERMICIDAL DETERGENT	RECKITT & COLEMAN LTD	SPRAY'N WASH LAUNDRY SOIL & STAIN RE	MORTON-NORWICH PRODUCTS, I
SIGNAL-STAT AUTOMOTIVE SAFETY DEVICE	IC INDUSTRIES INC	SPRED CONSUMER PAINTS	SCM CORPORATION
SILHOUETTE DRESS & SUIT PAKKS	BEATRICE FOODS CO	SPRINGMAID SHEETS AND PILLOW CASES	SPRINGS MILLS, INC
SILVERADO COUNTRY CLUB & RESORT	AMFAC, INC	SQUIBB EPI-CLEAR ACNE KIT	SQUIBB CORPORATION
SILVERADO COUNTRY CLUB & RESORT REAL	AMFAC, INC	SQUIBB GOLDEN BOUNTY VITAMINS	SQUIBB CORPORATION
SILVO SILVER POLISH	RECKITT & COLEMAN LTD	SK TOOTHPASTE	UNILEVER
SIMON & SCHUSTER PUBLISHERS	GULF & WESTERN INDUSTRIES	SSP RACERS	GENERAL MILLS INC
SIMONIZ AUTOMOTIVE CLEANER	MORTON-NORWICH PRODUCTS, I	STAG & HOUND	KALSTON PURINA
SIMONIZ ROYALE CAR WAX	MORTON-NORWICH PRODUCTS, I	STAINFREE STAIN REMOVER	RECKITT & COLEMAN LTD
SIMPLASTIN DIAGNOSTIC REAGENTS	WARNER-LAMBERT COMPANY	STAN SMITH TENNIS EQUIPMENT	PEPSICO INC
SIN PALAFRAS	ESMARK INC	STAR MARKETS	JEWEL COMPANIES INC
SINDUTAB SINUS REMEDY	WARNER-LAMBERT COMPANY	STAR OIL & GAS	KOTHMANS OF PALL MALL CANA
SIR WALTER RALEIGH PIPE OFFER	BRITISH AMERICAN TOBACCO	STARFLITE APPLIANCES	SCM CORPORATION
SIRENA SWIMWEAR & ACCESSORIES WOMEN	CONSOLIDATED FOODS CORPORA	STASSANO DESSERTS	BEATRICE FOODS CO
SKINNER CLOTH	SPRINGS MILLS, INC	STAX RECORDS AND TAPES	GULF & WESTERN INDUSTRIES
SKIRTMAKER DRESSES WOMEN	GENERAL MILLS INC	STA-FLO SPRAY STARCH FABRIC FINISH	A E STALEY MANUFACTURING C
SKITTLE	NABISCO INC	STA-PUF FABRIC SOFTENER	A E STALEY MANUFACTURING C
SLEEP EZE TABLETS	AMERICAN HOME PRODUCTS COR	STEAK AND ALE RESTAURANTS	PILLSBURY COMPANY
SMITES PUBLISHING	ESMARK INC	STEAK'N EGG KITCHEN COFFEE SHOPS	SQUIBB CORPORATION
SMITHFIELD INN	SMITHFIELD FOODS INC	STEAMBOAT COLORADO SKI AREA	LTV CORPORATION
SMITHFIELD SMOKEHOUSE RESTAURANT	SMITHFIELD FOODS INC	STEAMEX CARPET CLEANING AND RENTAL	PEAVEY COMPANY
SMITH-CORONA CARTRIDGE RIBBON TYPEWR	SCM CORPORATION	STEAMEY CARPET CLEANING SOLUTIONS	PEAVEY COMPANY
SMITH-CORONA TYPEWRITERS	SCM CORPORATION	STEELALUMINUM PAN MATERIAL	AMERICAN HOME PRODUCTS COR
SMITH-DUGGLASS FERTILIZER	BORDEN INC	STEEL-PLY CONCRETE FORMING EQUIPMENT	GULF & WESTERN INDUSTRIES
SMOKEY VEHICLES	IC INDUSTRIES INC	STEIN BLOCH SUITS AND SPORT COATS	RAPID-AMERICAN CORPORATION
SNAP-A-WAY FORMS	AMERICAN BRANDS INC	STEPHEN BURROW'S PERFUME	NORTON SIMON, INC
SNAROL INSECTICIDE	AMERICAN HOME PRODUCTS COR	STERADENT DENTURE CREAM	RECKITT & COLEMAN LTD
SNO BOL AUTOMATIC BOWL CLEANER	A E STALEY MANUFACTURING C	STERADENT TABLETS	RECKITT & COLEMAN LTD
SNO BOL BOWL CLEANER LIQUID	A E STALEY MANUFACTURING C	STERA-FIX DENTURE FIXATIVE	RECKITT & COLEMAN LTD
SNO BOL CRYSTAL BOWL CLEANER	A E STALEY MANUFACTURING C	STERLING PLASTICS OFFICE SUPPLIES	BORDEN INC
SNO FLOK DECORATING KIT	GENERAL MILLS INC	STETSON SHOES MEN	GULF & WESTERN INDUSTRIES
SNOOPY CLEAN UP TEAM	GENERAL MILLS INC	STIFFEL LAMPS	BEATRICE FOODS CO
SNOOPY PENCIL SHARPENERS	GENERAL MILLS INC	STOUFFERS HOTELS	NESTLE ALIMENTANA S A
SNOOPY SCAPERS	GENERAL MILLS INC	STOUFFERS INNS	NESTLE ALIMENTANA S A
SOFTCON CONTACT LENS	WARNER-LAMBERT COMPANY	STOUFFERS PINEISLE RESORT HOTEL LAKE	NESTLE ALIMENTANA S A
SOLKA-FLOC PULP	GULF & WESTERN INDUSTRIES	STOUFFERS RESTAURANT	NESTLE ALIMENTANA S A
SOLU WOMEN SPORTSWEAR	CONSOLIDATED FOODS CORPORA	STRUCTURAL PICTURE FRAMES	ROYAL CROWN COLA CO
SOLPRIN ANALGESIC	RECKITT & COLEMAN LTD	STUCKEY'S RESTAURANTS	PET INCORPORATED
SOMNEX BED TIME COLD MEDICINE	NABISCO INC	SUDEN BEAUTY FACIAL MASK	AMERICAN HOME PRODUCTS COR
SOMNEX TABLETS & CAPSULES	NABISCO INC	SUMMIT HOTEL NEW YORK	LOEWS CORPORATION
SORENSEN AUTO PARTS	GULF & WESTERN INDUSTRIES	SUMYCIN ANTIBIOTICA	SQUIBB CORPORATION
SORRY GAME	GENERAL MILLS INC	SUN DISHWASHING POWDER	UNILEVER

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
SUNDARE DERMATOLOGICAL AND HYPOALLERGENIC	WARNER-LAMBERT COMPANY	TEXIZE CLEANER	MORTON-NORWICH PRODUCTS, INC.
SUNLIGHT DETERGENT	UNILEVER	TEXIZE PINE OIL	MORTON-NORWICH PRODUCTS, INC.
SUNLIGHT DISHWASHING LIQUID	UNILEVER	THE BOAT HOUSE	RALSTON PURINA
SUNNY JIM PIPELIGHTER	RECKITT & COLEMAN LTD	THE BOSTON SEA PARTY RESTAURANT	INTERNATIONAL MULTIFOODS CORP.
SUPER DMF	STANDARD BRANDS	THE DRY DOCK	RALSTON PURINA
SUPER LOOK BRA	ESMARK INC	THE FAMILY FISH HOUSE RESTAURANTS	SMITHFIELD FOODS INC
SUPER LOOK UNDERWEAR WOMEN	RAPID-AMERICAN CORPORATION	THE NAME CHAIN JEWELRY	LIGGETT & MYERS INCORPORATED
SUPER SAVE DRUG MARTS	GEORGE WESTON	THE SIX MILLION DOLLAR MAN DOLL	GENERAL MILLS INC
SUPERIOR MATCH BOOKS	GULF & WESTERN INDUSTRIES	THERAGRAM VITAMIN TABLETS	SQUIBB CORPORATION
SUPERSOFT CONDITIONERS	RECKITT & COLEMAN LTD	THERAGRAM-M VITAMINS	SQUIBB CORPORATION
SUPERSOFT HAIR SPRAYS	RECKITT & COLEMAN LTD	THERAPADS MEDICAL PRODUCTS	WARNER-LAMBERT COMPANY
SUPERSOFT SHAMPOOS	RECKITT & COLEMAN LTD	THORO-SEAL CEMENTITIOUS WALLS	LEATRICE FOODS CO
SUPERX DRUGSTORES	KROGER CO	THREE CROWNS RESTAURANTS	PILLSBURY COMPANY
SUPPORT CAN BE BEAUTIFUL BRA	ESMARK INC	THREE WISHES ANTI-PERSPIRANT DEODORANT	UNILEVER
SUPP-HOSE MEN	GULF & WESTERN INDUSTRIES	THRILL LIQUID DETERGENT	PROCTER & GAMBLE COMPANY
SUPP-HOSE PANTYHOSE WOMEN	GULF & WESTERN INDUSTRIES	THRIVE CENTER PREFABRICATED BUILDING	NATIONAL INDUSTRIES INC
SUPP-HOSE SLENDRO SUPPORT UNDERWEAR	GULF & WESTERN INDUSTRIES	TIDE LAUNDRY DETERGENT	PROCTER & GAMBLE COMPANY
SUPP-HOSE WOMEN	GULF & WESTERN INDUSTRIES	TILEGLOSS EMULSION POLISH	RECKITT & COLEMAN LTD
SURE ANTIPERSPIRANT ROLL-ON	PROCTER & GAMBLE COMPANY	TILLYER OPHTHALMIC PRODUCTS	WARNER-LAMBERT COMPANY
SURE ANTIPERSPIRANT SPRAY	PROCTER & GAMBLE COMPANY	TINDER BOX INTERNATIONAL SMOKE SHOPS	IMASCO LTD
SURE-SEP BLOOD SEPARATOR	WARNER-LAMBERT COMPANY	TIP TOP BLUE CIGARETTE PAPER	LIGGETT & MYERS INCORPORATED
SUR-BEX VITAMINS	ABBOTT LABORATORIES	TIP TOP RED CIGARETTE PAPER	LIGGETT & MYERS INCORPORATED
SUTRASUEDE CLOTH	SPRINGS MILLS, INC	TOASTER OVEN/PLUS POP-UP TOASTER	SCM CORPORATION
SVEDEN HOUSE SMORGASBORD	INTERNATIONAL MULTIFOODS CORP.	TODAY MASTITIS CONTROL	AGWAY INC
SWAN SOFT FACIAL TISSUE	KROGER CO	TOM CAXTON TRUE PREW BEEP KITS	RECKITT & COLEMAN LTD
SWEET AND LOW GIRDLE	ESMARK INC	TONE BAR SOAP	GREYHOUND CORPORATION
SWINGLINE HEAVY DUTY TACKER GUN	AMERICAN BRANDS INC	TOP DRUG MARTS	IMASCO LTD
SWINGLINE STAPLERS COMEST	AMERICAN BRANDS INC	TOP JOB CLEANER	PROCTER & GAMBLE COMPANY
SWINGLINE WHAMMER NAIL GUN	AMERICAN BRANDS INC	TOP VALUE STAMPS	KROGER CO
SWISS INN RESTAURANTS	NESTLE ALIMENTANA S A	TOPLINE PRECOOLER	AGWAY INC
SWITCHAROO LIGHT SWITCH PLATE	GENERAL MILLS INC	TORTILLA FLATS	RALSTON PURINA
SWITCHMATES FULL-FASHIONED STRETCHWEAR	GULF & WESTERN INDUSTRIES	TOWER HOTEL	J LYONS & CO LTD
SYL ANTISEPTIC CARRIER CREAM	RECKITT & COLEMAN LTD	TOWNE HOUSE RESTAURANTS	CONSOLIDATED FOODS CORPORATION
SYNALGOS-DC ANALGESIC	AMERICAN HOME PRODUCTS CORP.	TRACTOR SUPPLY STORES	NATIONAL INDUSTRIES INC
S.KLEIN DEPARTMENT STORES	RAPID-AMERICAN CORPORATION	TRANSVASIN TOPICAL ANTI-RHEUMATIC/ANALGESIC	RECKITT & COLEMAN LTD
		TRANS-AGRI LEASING	HUBARD MILLING COMPANY
		TRANSXENE ANTI-ANXIETY AGENT	ABBOTT LABORATORIES
T BUTCHERBLOCK RESTAURANTS	INTERNATIONAL MULTIFOODS CORP.	TREE HOUSE PLAY SETS	GENERAL MILLS INC
TAG VETERINARY PRODUCTS	SQUIBB CORPORATION	TREE TOTS AMUSEMENT PARK	GENERAL MILLS INC
TALBOTS (APPAREL-WOMEN)	GENERAL MILLS INC	TRENDAR TABLETS	AMERICAN HOME PRODUCTS CORP.
TAMBLYN DRUGSTORES	GEORGE WESTON	TRIAZURE RECALCITRANT PSORIASIS TREATMENT	WARNER-LAMBERT COMPANY
TANA SHOE CARE PRODUCTS	CONSOLIDATED FOODS CORPORATION	TRICOFURON VAGINAL TRACT ANTIBACTERIAL	MORTON-NORWICH PRODUCTS, INC.
TAPPIM SLIPPERS WOMEN	GULF & WESTERN INDUSTRIES	TRIDENT PRESS	GULF & WESTERN INDUSTRIES
TAYLOR BUSINESS INSTITUTE RESIDENTIAL	INTERNATIONAL TELEPHONE AND TELEGRAPH CO.	TRIFLO RESPIRATORY EXERCISERS	CHESEBROUGH-PONDS
TAYLOR FREEZER	LEATRICE FOODS CO	TRILLIUM ANALGESIC	AMERICAN HOME PRODUCTS CORP.
TECHNICAL CAREER INSTITUTES PRESIDENT	RCA CORPORATION	TRIMUNE VACCINE DOGS	AMERICAN HOME PRODUCTS CORP.
TEDRAL ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY	TROJAN PAPER PRODUCTS	GULF & WESTERN INDUSTRIES
TERMINIX PEST CONTROL SERVICE	COOK INDUSTRIES, INC	TSC STORES	NATIONAL INDUSTRIES INC
TERRA-LITE SOILS & SOIL CONDITIONERS	W R GRACE & CO	TTP RACEPS	GENERAL MILLS INC
TERIFIC LAUNDRY PRE-WASH	MORTON-NORWICH PRODUCTS, INC.	TUBED PRODUCTS	MCCORMICK & COMPANY INC
TESOLOID KIT DIAGNOSTIC AGENTS	SQUIBB CORPORATION	TUBEX INJECTION SYSTEM	AMERICAN HOME PRODUCTS CORP.
TEVCO ANIMAL HEALTH PRODUCTS	INTERNATIONAL MULTIFOODS CORP.	TUCKEY'S FOOD STORES	PET INCORPORATED
TEX TOOTHBRUSHES	ESMARK INC	TUCKS MEDICATED PADS	WARNER-LAMBERT COMPANY
TEXACORT DERMATOLOGICAL AND HYPOALLERGENIC	WARNER-LAMBERT COMPANY	TURNER FRAMED PICTURES AND MIRRORS	INTERNATIONAL MULTIFOODS CORP.
TEXAS PHARMACEUTICALS	WARNER-LAMBERT COMPANY	TURNPIKE CIGAR STORES	IMASCO LTD

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PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
TURKISH STYLE SELF SERVICE DEPARTMENT	JEWEL COMPANIES INC	VICKERS GASOLINE	ESMARK INC
TUVACHE PERFUME	BRITISH AMERICAN TOBACCO	VICKERS PETROLEUM CORP GENERAL PROMU	ESMARK INC
TYCO HO TRAINS KITS & ACCESSORIES	CONSOLIDATED FOODS CORPORA	VICTOR CEMENT PRODUCTS	SOUTHDOWN, INC
TYCO TRAIN & RACING SETS	CONSOLIDATED FOODS CORPORA	VIGORO FERTILIZER	ESMARK INC
TYCOPRO TOYS	CONSOLIDATED FOODS CORPORA	VIGOROL TONIC	GREYHOUND CORPORATION
		VIGRAN VITAMIN	SQUIBB CORPORATION
ULTRASON-X BURGLAR ALARM	AMERICAN BRANDS INC	VIM LIQUID FLOOR CLEANER	UNILEVER
ULTRATHENE ETHYLENE-VINYL ACETATE CO	NATIONAL DISTILLERS AND CH	VIM SCOURING POWDER	UNILEVER
UNGUENTINE FIRST AID SPRAY	MORTON-NORWICH PRODUCTS, I	VINCE DENTIFRICE	WARNER-LAMBERT COMPANY
UNIFLO RESPIRATORY EXERCISERS	CHESEBROUGH-PONDS	VINTAGE BOOKS	RCA CORPORATION
UNIPEN ANTIBIOTICS	AMERICAN HOME PRODUCTS COR	VIRGINIA HARDY OVEN SHOPS	IC INDUSTRIES INC
UNITED CIGAR STORES	IMASCO LTD	VIRO MED FLU TABLETS	AMERICAN HOME PRODUCTS COR
UTIBID ETHICAL PHARMACEUTICALS	WARNER-LAMBERT COMPANY	VISION EMULSION POLISH	RECKITT & COLEMAN LTD
UTOTEM CONVENIENCE STORES	FAIRMONT FOODS COMPANY	VIVARIN STIMULANT TABLETS	NABISCO INC
		VIVIANE WOODARD COSMETICS	GENERAL FOODS CORPORATION
		VIVONEX FLEMENTAL DIETS	MORTON-NORWICH PRODUCTS, I
		VUGEL-PETERSON INTERIOR SCREENS	BEATRICE FOODS CO
		VOLUNTEER VEHICLES	IC INDUSTRIES INC
		VOUGHT AEROSPACE	LTV CORPORATION
		VU PERFUME	NESTLE ALIMENTANA S A
		VYNATHENE VINYL ACETATE-ETHYLENE COP	NATIONAL DISTILLERS AND CH
VACU-RINSE DENTAL SUCTION DEVICE	WARNER-LAMBERT COMPANY		
VALADOL ANALGESIC	SQUIBB CORPORATION	W R GRACE PROPERTIES REAL ESTATE	W R GRACE & CO
VALDERMA ANTISEPTIC SOAP AND CREAM	RECKITT & COLEMAN LTD	WALL-TEX WALL COVERINGS HOME	BORDEN INC
VALIDATE DIAGNOSTIC REAGENTS	WARNER-LAMBERT COMPANY	WALTER HAGEN GOLF CLUBS	PEPSICO INC
VALMA AUTOMOBILE WAX	CONSOLIDATED FOODS CORPORA	WALTER HAGEN GOLF EQUIPMENT	PEPSICO INC
VALPAK CREAM FACE PACK	RECKITT & COLEMAN LTD	WALTERS TRANSIT	GREYHOUND CORPORATION
VALPEDA FOOT BALM	RECKITT & COLEMAN LTD	WARREN PET SUPPLIES	CONSOLIDATED FOODS CORPORA
VALUE BILT PREFABRICATED BUILDINGS	NATIONAL INDUSTRIES INC	WARWICK HOTEL NEW YORK	LOEWS CORPORATION
VALUE GIANT DEPARTMENT STORES	CASTLE & COOKE INC	WEAR RIGHT GLOVES WOMEN	GULF & WESTERN INDUSTRIES
VAN ESS DEODORANT	AMERICAN HOME PRODUCTS COR	WET AND DRY SUCTION MACHINES	RECKITT & COLEMAN LTD
VAN ESS SHAMPOO	AMERICAN HOME PRODUCTS COR	WHAMER	AMERICAN BRANDS INC
VARSITY SLEEPWEAR MEN	GENERAL MILLS INC	WHEELERS STORES	PEAVEY COMPANY
VASELINE BABY CARE PRODUCTS PREMIUM	CHESEBROUGH-PONDS	WHITE BROOMS	CONSOLIDATED FOODS CORPORA
VASELINE DEEP MASSAGE	CHESEBROUGH-PONDS	WHITE CLOUD TOILET TISSUE	PROCTER & GAMBLE COMPANY
VASELINE HAIR TONIC	CHESEBROUGH-PONDS	WHITE HEN PANTRY STORES	JEWEL COMPANIES INC
VASELINE HEMORR-AID OINTMENT	CHESEBROUGH-PONDS	WHITE SPOT RESTAURANT	GENERAL FOODS CORPORATION
VASELINE INTENSIVE CARE BATH PRODUCT	CHESEBROUGH-PONDS	WHITE SWAN BATHROOM TISSUE	GEORGE WESTON
VASELINE INTENSIVE CARE BODY SPLASHE	CHESEBROUGH-PONDS	WIGGINS TAPE	BRITISH AMERICAN TOBACCO
VASELINE INTENSIVE CARE LOTION	CHESEBROUGH-PONDS	WILCOX-CRITTENDEN BOAT ACCESSORIES	GULF & WESTERN INDUSTRIES
VASELINE INTENSIVE CARE LOTION & BAT	CHESEBROUGH-PONDS	WILLIAMS ELECTRIC SHAVE LOTION	NABISCO INC
VASELINE INTENSIVE CARE PREMIUM OFFE	CHESEBROUGH-PONDS	WILSON GOLF BALLS	PEPSICO INC
VASELINE PETROLEUM JELLY	CHESEBROUGH-PONDS	WILSON GOLF CLUBS	PEPSICO INC
VASELINE WIPE N DIPE BABY WIPES	CHESEBROUGH-PONDS	WILSON GOLF EQUIPMENT	PEPSICO INC
VECTRIN ANTIBIOTIC	WARNER-LAMBERT COMPANY	WILSON SPORTSWEAR MEN	PEPSICO INC
VEETIDS ANTIBIOTICS	SQUIBB CORPORATION	WILSON STAFF GOLF EQUIPMENT	PEPSICO INC
VEETO HAIR REMOVING CREAM	RECKITT & COLEMAN LTD	WILSON TENNIS PALLS	PEPSICO INC
VELOSEF ANTIBIOTICS	SQUIBB CORPORATION	WILSON TENNIS EQUIPMENT	PEPSICO INC
VENDOME PARTY CENTERS	PET INCORPORATED	WILSON TENNIS RACKETS	PEPSICO INC
VERMINUN VETERINARY PRODUCTS	SQUIBB CORPORATION	WILTON ENTERPRISES MISCELLANEOUS	PILLSBURY COMPANY
VERMONT TRANSIT	GREYHOUND CORPORATION	WIMPY CATERERS	J LYONS & CO LTD
VERSALON VITAMINS	GENERAL MILLS INC	WIND SONG FRAGRANCES	CHESEBROUGH-PONDS
VERSAMID VITAMINS	GENERAL MILLS INC	WINDOLFINE AEROSOL GLASS POLISH	RECKITT & COLEMAN LTD
VERSATOL DIAGNOSTIC REAGENTS	WARNER-LAMBERT COMPANY	WINDOLENE EMULSION GLASS POLISH	RECKITT & COLEMAN LTD
VERSIFORM CONCRETE FORMING EQUIPMENT	GULF & WESTERN INDUSTRIES		
VESPRIN DRUGS FOR CENTRAL NERVOUS SY	SQUIBB CORPORATION		
VETALOG VETERINARY PRODUCTS	SQUIBB CORPORATION		
VETISOLID VETERINARY PRODUCTS	SQUIBB CORPORATION		

PRODUCT NAME	COMPANY NAME	PRODUCT NAME	COMPANY NAME
WISA LIQUID DETERGENT	UNILEVER	ZERO COLD WATER WASH	AMERICAN HOME PRODUCTS COR
WISP-ON BY KAYSER FOUNDATION GARMENT	GULF & WESTERN INDUSTRIES	ZEST DEODORANT SOAP	PROCTER & GAMBLE COMPANY
WIZARD AIR FRESHENERS	AMERICAN HOME PRODUCTS COR	ZING TENNIS	NABISCO INC
WIZARD CHARCOAL LIGHTER	AMERICAN HOME PRODUCTS COR	ZIP FIRELIGHTER	RECKITT & COLEMAN LTD
WIZARD DEODORIZERS	AMERICAN HOME PRODUCTS COR	ZUD RUST & STAIN REMOVER	AMERICAN HOME PRODUCTS COR
WM.TALLY HOUSE CAFETERIAS	RAPID-AMERICAN CORPORATION		
WONDER ART NEEDLECRAFT KITS	QUAKER OATS COMPANY	16 HOUR GIRDLE	ESMARK INC
WONDER BRA UNDERGARMENTS WOMEN	CONSOLIDATED FOODS CORPORA	18 TIMMARS GIRDLE	ESMARK INC
WONDERGRO FERTILIZER	W R GRACE & CO	1667 RESTAURANT	GENERAL FOODS CORPORATION
WONDERKNIT MENS AND BOYS UNDERWEAR	RAPID-AMERICAN CORPORATION		
WONDER-HOSTESS BAKERY SHOPS	INTERNATIONAL TELEPHONE AN		
WOODBURY SOAP	AMERICAN BRANDS INC	3-IN-ONE OIL	AMERICAN HOME PRODUCTS COR
WOOLITE CREME RINSE CONDITIONER	AMERICAN HOME PRODUCTS COR		
WOOLITE FABRIC SOFTENER	AMERICAN HOME PRODUCTS COR	5-DAY DEODORANT PADS	NABISCO INC
WOOLITE LIQUID & POWDER COLD WATER	AMERICAN HOME PRODUCTS COR		
WOOLITE MACHINE WASH	AMERICAN HOME PRODUCTS COR	6740 COPIER	SCM CORPORATION
WOOLITE RUG CLEANER	AMERICAN HOME PRODUCTS COR		
WOOLITE UPHOLSTERY CLEANER	AMERICAN HOME PRODUCTS COR	7-ELEVEN CONVENIENCE STORES	SOUTHLAND CORPORATION
WORLD HAND DRYERS INDUSTRIAL	BEATRICE FOODS CO		
WRANGLER JEANS	NATIONAL INDUSTRIES INC	965 PARTY CENTERS	PET INCORPORATED
WRENS DUBBIN	RECKITT & COLEMAN LTD		
WRENS LEATHER OIL	RECKITT & COLEMAN LTD		
WRENS SHOE POLISH	RECKITT & COLEMAN LTD		
WYICILLIN ANTIBIOTICS	AMERICAN HOME PRODUCTS COR		
WYGESIC ANALGESIC	AMERICAN HOME PRODUCTS COR		
W-ATLEE BURPEE CO MAIL ORDER PROMOTI	GENERAL FOODS CORPORATION		
XB-23 PLASTICS	GENERAL MILLS INC		
YARDLEY EYE MAKE-UP	BRITISH AMERICAN TOBACCO		
YARDLEY LIP SLICKERS	BRITISH AMERICAN TOBACCO		
YARDLEY LIPSTICKS	BRITISH AMERICAN TOBACCO		
YARDLEY MAKE-UP	BRITISH AMERICAN TOBACCO		
YARDLEY PERFUMES	BRITISH AMERICAN TOBACCO		
YARDLEY POT O GLOSS LIP GLOSS	BRITISH AMERICAN TOBACCO		
YARDLEY SHAMPOOS	BRITISH AMERICAN TOBACCO		
YARDLEY SOAPS	BRITISH AMERICAN TOBACCO		
YARDLEY TOILETRIES FOR MEN	BRITISH AMERICAN TOBACCO		
YELLOWSTONE NATL PARK RESORT PROMOTIO	GENERAL HOST CORPORATION		
YOUNG COLLECTORS STAMP CLUB	GENERAL MILLS INC		
YUKON DETERGENTS	GREAT ATLANTIC AND PACIFIC		
YUKON WAXES	GREAT ATLANTIC AND PACIFIC		
YVES SAINT LAURENT COLOGNE FOR MEN	SQUIBB CORPORATION		
YVES SAINT LAURENT PERFUME	SQUIBB CORPORATION		
YVES ST. LAURENT HOSIERY WOMEN	GULF & WESTERN INDUSTRIES		
ZANTIGO MEXICAN-AMERICAN	HEUBLEIN INC		
ZAPATA RESTAURANTS	HEUBLEIN INC		
ZARONTIN ANTICONVULSANTS	WARNER-LAMBERT COMPANY		
ZAUBERKREUZ LONGLINE BRA	ESMARK INC		
ZEBKITE GRATE POLISH	RECKITT & COLEMAN LTD		
ZEHNS MARKETS	GEORGE WESTON		

APPENDIX A

MASTER LIST OF
LARGE FOOD AND TOBACCO PROCESSING FIRMS,
1975

MASTER LIST: LARGE FOOD AND TOBACCO PROCESSING FIRMS, 1975

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. Estimates ⁴ -----				----- Public Sources and Queries ⁵ -----				
			No. Mfg. Ind.	U.S. Mfg. Sales	No. Food Ind.	U.S. Food & Tobacco Sales (revised)	Total Assets	World Sales	U.S. Sales	World Food & Tobacco Processing Sales	U.S. Food & Tobacco Processing Sales
A.C. Monk	private	2141	1	\$ 96	1	\$ 89	\$ ---	\$ ---	\$ ---	\$ ---	\$ ---
A.E. Staley		2046	9	731	5	573	348	777	700	777	700
A & P (see Great Atlantic & Pacific)											
A.W. Perdue	private	2016	2	107	2	124	---	175	175	175 Q	175 Q
Abbott Labs		2834 (2023)	11	751	1	188	926	941	602	125 Q	123 Q
Acme Markets (see American Stores)											
Adolph Coors		2082	4	794	2	571	558	520	520	463-478	463-478
Agway Ind.	coop	5200 (2033)	9	399	6	242	512	1,415	1,415	423-453	423-453
AKZO	Nether-lands	2823 (salt)	19	963	4	46	667	3,851	628	---	85
Alexander & Baldwin		2062		\$ ---		\$ ---	\$ 345	\$ 294	\$ 294	\$ 105 E	\$ 105 E
Allied Mills (see Continental Grain; acquired April 1973)											
Allied Supermarkets		5411 (2099)	1	93	1	89	180	902	902	45	45
Almaden (see National Distillers; acquired 1967)											
Amalgamated Sugar		2063	1	157	1	136	120	178	178	178	178
American Bakeries		2051	4	595	4	581?	110	417	417	405-413	405-413
American Beef*		2011	1	737	1	662	---	75	75	75	75 EQ
American Brands		2111	28	1,832?	13	1,235	2,409	2,570	1,598	1,610 E	1,796
American Crystal Sugar	coop	2063	1	293	1	232	148	252	252	252	252
American Distilling		2085	1	128 ^a	1	92 ^a	63	42	42	42	42

* In receivership and is rapidly selling assets during 1975.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
American Home Products		2834 (2032)	19	\$1,516	4	\$ 452	\$1,391	\$2,409	\$1,642	\$ 525	\$485-505
American Leaf Organization (see Imperial Group)											
American Maize		2046	4	447	4	296	118	235	235	232	232
American Stores		5411 (2011)	3	222	3	194	514	3,207	3,207	194	194
AMFAC		5311 (2030)	3	180	1	178	739	1,134	1,134	277	277
Amstar		2060	10	1,561?	5	1,547?	441	1,119	1,119	976-996	976-996
Anderson, Clayton		2079	8	392	5	375	412	1,281*	759	1,105 E*	580-585
Anheuser-Busch		2082	5	1,419	4	941?	1,202	1,645	1,645	1,550 E	1,550 E
Archer-Daniels-Midland		2075	9	2,135?	8	2,269?	483	1,621	1,444	1,574-1,586	1,240-1,256
Arden-Mayfair		5411 (2026)	4	111	4	88	99	572	572	119 E	119 E
Arizona-Colorado Land & Cattle		3523 (2011)	2	69	1	12	162	135	105-129	28	28
Armour (see Greyhound; acquired Dec. 1970 from General Host)											
Associated Coca-Cola		2086	2	\$ 111	1	\$ 91	\$77	\$ 157	\$ 157	\$ 157 E	\$ 157 E
Associated Milk Producers	coop	2023	6	262	5	186 ?	185	1,479	1,479	346-361	346-361
Baltz Bros. Packing	private	2011	1	84	1	84	---	---	---	---	---
Bangor Punta		3519 (2074)	13	401?	1	78?	235	200	200	18-46	18-46
Banquet Foods (see RCA; acquired March 1970)											
Barber Pure Milk	private	2026	2	114	2	122 ?	---	---	---	---	---
Barton Brands		2084	1	81?	1	70?	61	37	26 E	37	26 E
Basic Food Industries		2016	2	100?	2	106?	11	33	33	33	33
Basic Vegetable Products	private	2034	1	94	1	73	---	---	---	---	---
Baskin-Robbins (see J. Lyons; acquired from United Brands, 1973)											
Beatrice		2020	77	2,649?	24	1,693 ?	1,844	4,691	3,664	3,432-3,485	2,662-2,766

* Includes sales of 2 majority-owned Latin American subsidiaries that were unconsolidated in their report.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Siltmore Dairy	private	2026	1	\$ 82	1	\$ 93	\$ ---	\$ ---	\$ ---	\$ ---	\$ ---
Blue Ribbon Rice	private	2044	2	126	2	121 ?	---	---	---	---	---
Bluebird		2013	3	303	2	261?	68	403	403	403	403
Bob Evans Farms	private	2011	2	155?	2	136?	17	59	59	42	42
Boone Valley Coop. Processing Assn.	coop	2075	1	110	1	121	18	109	109	109	109
Borden		2020	39	3,274	20	2,426	1,656	3,367	2,825-2,850	2,300-2,350	2,050
British-American Tobacco*	U.K.	2111	8	1,627	7	1,333?	4,822	5,560	2,629	2,562	449 ^{CE}
Brown-Forman Distillers		2085	3	348? ^a	1	242 ^a	275	205	130-142	148	130-142
Brown & Williamson Tobacco (see British-American Tobacco; acquired 1902)											
C. Brewer (see IU)							288	296	296	140 E	140 E
C. Schmidt & Sons **	private	2082	1	122	1	109	---	130 ^b	130 ^b	130 ^b	130 ^b
C.H.S. Foods		2091	6	202	6	152	55	149	149	149 E	149 E
Cadbury Schwepps	U.K.	2065		\$ ---		\$ ---	\$ 637	\$ 1,467	\$ 66-77	\$ 1,401	\$ 66-77
Cagles		2017	2	92	2	43?	28	136	136	136	136
Cains Coffee (see Nestlé)											
Cal-Maine Foods		5140 (2017)	2	34	2	16	---	260	260 E	---	---
California Almond Growers Exchange	coop	2065	1	3?	1	3?	58	111	111	111	111
California Cannery & Growers	coop	2033	3	249	2	146	182	203	203	203	203
California & Hawaiian Sugar	coop	2062	1	546	1	601	135	536	536	536 E	536 E
Campbell Soup		2030	10	1,425	8	1,064	844	1,546	1,342	1,504	1,300
Campbell Taggart		2051	4	517	3	512	254	668	628-648	668	628-648
Canada Packers	Canada	2011		---		---	310	1,635 ⁺	5-10	1,396 ⁺	0
Cargill	private	5153 (2075)	18	1,386	9	1,355	---	10,800 P	10,800 P	1,355	1,355
Carling O'Keefe (see Rothmans)#							---	---	149E	---	149E

* Now B.A.T. Industries, Ltd. See also Imasco, Ltd.

** Sales estimated from barrels sold in 1975 (3,330,000), assuming \$39.00 per bbl. Recently acquired Rheingold from Chock Full O'Nuts.

+ Canadian dollars.

Now Carling-National Breweries.

Company ¹	Ownership ²	Principal (Food) Industry ³	E. I. S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Carnation		2020	13	\$1,155?	10	\$ 978?	\$1,004	\$2,075	\$1,843-1,914	\$1,889-1,951	\$1,553-1,624
Castle & Cooke		0179 (2033)	6	232	5	187	661	843	632	198-228	157-190
Central Soya		2075	12	1,591	10	1,517	408	1,789	1,558	1,301-1,321	1,063-1,083
CFS Continental		5140 (2095)	1	83	1	84	155	448	448	28-35	28-35
Chesebrough-Pond's		2844 (2033)	10	385	2	19?	479	675	476	140	140
Chock Full O'Nuts*		2082	3	115	3	108	61	163	163	140 E	140 E
Citrus Central	coop	2037	1	7	1	5	26	250	250	10 E	10 E
Citrus World	coop	2033	1	62	1	37	67	80	80	80 E	80 E
Clorox**		2842 (2033)	12	369	6	104	270	822	748	80-105	75-95
Coastal Freezing	private	2075	1	193	1	152	---	152 E	---	---	152 E
Coble Dairy Products	coop	2026	1	82	1	90	19	52	52	52 E	52 E
Coca-Cola (Atlanta)		2087	12	909?	5	916?	1,711	2,873	1,666	2,729-2,787	1,584-1,616
Coca-Cola Bottling† (Los Angeles)		2086	1	\$ 13?	1	\$ 11?	\$ 91	\$ 142	\$ 142	\$ 142 E	\$ 142 E
Coca-Cola Bottling (N.Y.)		2084	2	93?	2	70?	161	256	256	233	233
Colonial Provisions	private	2011	1	137	1	121	---	121 E	---	---	121 E
ConAgra		2041	7	340?	7	277?	141	546	542	521-533	518-530
Consolidated Dairies (see United Dairymens Assn.)											
Consolidated Foods		2000	55	1,234	14	1,168	1,037	2,755	2,399	1,239-1,327	1,025-1,238
Continental Baking (see ITT; acquired Sept. 1968)											
Continental Grain	private	5153 (2047)	5	483	4	645	---	5,000+P	5,000 P	645	645
Conwood#		2131	7	116?	3	96	59	79	79	48	48
Cook Industries		5153 (2075)	11	317	2	252	642	488	417	179	179
Coors (see Adolph Coors)											
Corenco		2077	1	140?	1	111?	25	35	35	0-35	0-35

* Acquired Rheingold Breweries for \$1, and an unknown amount of debt, from Pepsico, 1974. Sold Rheingold to C. Schmidt & Sons 1978.
 ** A subsidiary of P & G during 1957-67. In 1974, Henkel of West Germany bought 15 percent.
 † Formerly American Snuff.
 # Acquired by Northwest Industries, November 1977.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Cott (see National Industries; acquired July 1968)				\$		\$	\$	\$ 76	\$ 76	\$ 76	\$ 76
Cotton Producers (see Gold-Kist)			.								
CPC International		2046	14	1,379	7	974	1,407	2,742	1,266	2,234-2,336	1,031-1,079
Cross Bros. Meat	private	2011	2	83	1	71	---	---	---	---	---
Crowley Foods		2026	2	113?	2	124?	17	64	64	64	64
Cudahy (see General Host; acquired 1972)											
Cullum Cos.		5411 (2011)	2	157?	2	138?	91	525	525	43	43
Curtice-Burns (see Agway)							---	193	193	193	193
D.C.A. Food Industries (see J. Lyons)**											
Dairylea Coop	coop	2026	4	156	4	150	94	364	364	194-214	194-214
Dairymen, Inc.	coop	2026	4	181	4	165	109	542	542	45-70	45-70
Darling	private	2077	3	218	1	132	---	---	---	---	---
Dawson Mills	coop	2075	1	\$ 165?	1	\$ 182?	\$ 21	\$ 82	\$ 82	\$ 82	\$ 82
Dean Foods		2026	8	169	6	196	73	279	279	254-279	254-279
DeKalb Ag Research		0181 (2048?)	3	118?	2	87?	335	259	259	0	0
Del Monte		2033	8	721	7	484	778	1,430	1,049	1,095	776-796
Dellwood Foods*		2026	2	44	1	41?	32	106	106	106	106
Delta Cotton Oil	private	2075	1	77	1	85	---	---	---	---	---
Di Giorgio		5140 (2033)	17	153	5	68	222	613	600-610	80-140	80-140
Diamond Fruit Growers	coop	2033	1	111?	1	65?	27	29	29	15-21	15-21
Oibrell Bros.		2141	5	219	1	173	70	209	209	193	193
Oinner Bell Foods		2011	1	200	1	176	16	132	132	132	132
Distillers Corp. (see Seagram)											
Domain Industries		2016	4	53	2	18?	32	69	57	43	43

* Formerly Deltown Foods.

** Formerly Doughnut Corporation of America.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Dr. Pepper		2086	3	\$ 270?	3	\$ 217	\$ 58	\$ 138	\$130-135	\$ 138	\$130-135
Dubuque Packing	private	2011	2	738	2	648	---	500+P	500+P	850 Q	850 Q
Duke & Co. (see C. Schmidt; acquired 1973)											
Duquesne Brewing (see Duke)											
E. & J. Gallo	private	2084	1	277	1	238?	---	400 P	400 E	400 E	400 E
E.M.G.E. Packing	private	2011	1	211	1	186	---	150-160 Q	150-160 Q	150-160 Q	150-160 Q
Early California		2044	7	180?	3	143?	46	91	91	81	81
East Tennessee Packing	private	2011	1	106	1	93	---	---	---	---	---
Esmark		2011	29	2,799?	12	2,100?	1,474	4,740	4,076	3,384-3,934	3,259-3,303
Export Leaf Tobacco (see British-American Tobacco; acquired 1902)											
F. & M. Schaefer		2082	1	130	1	116?	165	234	234	234	234
Fairmont Foods		2026	12	467	12	451	155	515	515 E	322	315-320
Falstaff†		2082	2	404 ^a	2	352	89	180 ^b	180 ^b	180 ^b	180 ^b
Far-Mar-Co*	coop	2041	2	56	2	44	274	1,071	1,071	56	56
Faribault Canning	private	2023	1	81	1	67	---	---	---	---	---
Farm Bureau Services	coop	NA		---		---	57	229	229	?	?
Farmers Export	coop	NA		---		---	118	383	383	0 Q	0 Q
Farmers Grain Dealers Assn. of Iowa	coop	5153 (2075)	1	42	1	46	84	652	652	---	---
Farmers Union Grain Terminal Assn.	coop	5153 (2083)	5	99	4	68?	350	1,162	1,162	305	305
Farmland Industries**	coop	5170 (2048)	9	540	3	289 ?	930	1,509	1,509	433	433
Federal Co.		2016	7	606	7	560	124	539	539	486 E	486 E
Fieldale	private	2016	1	91	1	107	---	---	---	---	---
Fisher Cheese***	private	2022	1	115 ?	1	111 ?	---	38	38	38 E	38 E
Fisher Flouring	private	2041	1	81	1	73	---	---	---	---	---

* Merged with Farmland Industries.

** Merged with Far-Mar-Co in 1976.

*** Acquired by AMIAC in 1976.

- In 1977, Falstaff was accused by the SEC of issuing "false and misleading" 10-K reports since 1974. Sales are estimated from barrels sold in 1975 (14,006,000), assuming \$34.00 per bbl. In 1975, gross sales were \$217 million. Mr. Paul Kalmanovitz, Chairman, is majority owner of Falstaff and also owns General Brewing (Lucky Lager, Brown Derby, Ballentine Ale), and S&P Co. (formerly Meier Brewing of Los Angeles). See also Lucky Breweries.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Flav-O-Rich (see Dairymen)											
Flavorland Industries*		2011	2	\$ 275	2	\$ 241	\$ 70	\$ 380	\$ 380	\$ 380	\$ 380
Florida Citrus Cannery	private	2033	1	92	1	54	---	---	---	---	---
Flowers Industries		2051	5	190	5	207	63	179	179	179	179
Foremost-McKesson		5122 (2026)	11	618?	7	412	858	2,553	2,458 E	552	457 E
Frederick & Herrud		2011	1	6?	1	6?	---	355	355	355 F	355 F
Frito-Lay (see PepsiCo; acquired 19)											
Fritzsche-Dodge & Olcott	private	2087	1	88	1	64	---	---	---	---	---
G. Heileman Brewing **		2082	4	502 ^a ?	2	432 ^a ?	87	189	189	178	178
Gallo (see E. & J. Gallo)											
Gamble Skogmo		5311 (2051)	3	141	2	100	712	1,559	1,250	30-90	30-90
Gaymont Labs (see Conwood; acquired Sept. 1971)											
General Cigar***		5194 (2121)	10	\$270	6	\$211?	\$218	\$340	\$340 E	\$129 E	\$129 E
General Cinema		7832 (2086)	1	18	1	18	203	358	358	178	178
General Foods		2095	14	1,730?	11	1,585?	1,897	3,978	2,987	3,608-3,658	2,617-2,667
General Host		2011	9	846	5	594	206	668	665-667	516-521	513-518
General Mills		2043	19	1,604	9	1,113	1,206	2,645	2,211	1,633	1,300-1,470
General Tire		3011 (2087)	20	1,628	2	125	---	1,752	---	---	10-50
Genesee Brewing		2082	2	57	2	49	---	75	75	75 E	75 E
George A. Hormel		2913	4	1,147	3	1,002	224	996	996	996	987 Q
George Weston	Canada	2052	5	110	5	114	1,248	5,047	2,090-2,155	711	90-155
Gerber Products		2032	6	219	1	198	204	372	299	315	300-315
Glades Co. Sugar	coop	2062	1	78	1	86	---	---	---	---	---
Glenmore Distillers		2085	3	128	2	88?	96	187	187	148	148
Glover		2011	1	76	1	68	25	155	155	155 E	155 E

* Formerly Needham Packing.

** Includes sales of Grain Belt, acquired December, 1975.

*** Now named Culbro.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				----- Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Gold Kist*	coop	2075	11	\$ 630	8	\$ 520	\$ 326	\$ 912	\$ 912	\$ 631 E	\$ 631 E
Good Humor Ice Cream (see Unilever)											
Grain Processing	private	2046	3	228	3	156	---	245 P	245 E	245 E	245 E
Great A & P Tea		5411 (2051)	16	572	14	475	989	6,538	6,150	654	654
Great Western United**		2063	6	679	6	632	331	520	529	490	490
Green Giant		2033	6	696?	4	426	259	455	395	380	320
Greyhound		2011	20	3,615	10	2,952?	1,428	3,748	3,600-3,650	2,392	2,392
Gulf & Western		3999 (2021)	71	1,650	5	181	3,306	3,396	---	293-343	145-205
H.J. Heinz		2032	11	1,136	10	1,029	1,168	1,882#	1,117#	1,882#	1,117#
H.P. Hood	private	2026	6	423	6	403	121	430	430	430	430
H & H Poultry	private	2075	2	79	2	88	---	---	---	---	---
Hamm (see Olympia)											
Hanscom Bros. (see Nestlé)											
Hanson Trust*** (U.K.)	private	2013	7	\$ 551?	7	\$ 469	\$ ---	\$ 825	\$ 550	\$ 363-373	\$ 340-350
Hartsville Oil	private	2075	1	132	1	188	---	188 E	---	---	188 E
Hartz Mountain		2047	1	128?	1	158?	128	180	162-171	21	21
Hav-a-Tampa		5194 (2121)	2	100	2	73?	88	312	312	12	12
Hawaiian Sugar Planters Assn. (see California & Hawaiian Sugar)											
Heileman (see G. Heileman)											
Heinz (see H.J. Heinz)											
Hershey Foods		2066	7	718	5	654?	298	568	530-550	530-540	480-500
Heublein		2085	7	353?	6	279?	743	1,292	1,115	973-1,164	879-1,023
Hills Bros.+	private	2095	1	110	1	112	---	---	---	---	---

* Formerly Cotton Producers Association.

** About 60% owned by W.H. and N.B. Hunt, sons of H.L. Hunt, since 1974.

† Until FY1977, Heinz allocated "trade deals and promotional discounts" to its advertising budget, rather than reducing sales (as do most other food companies). Their restated 1975 total sales were \$1,750 million, or \$7.5 less than previously reported.

‡ Acquired summer 1976 by a Brazilian cooperative, Copersucar, for \$38 million. Copersucar is a Sao Paulo-based sugar and alcohol producer cooperative headed by Sr. Jorge W. Attala who owns several thousand acres of coffee trees. Hills Bros. was bought with a \$50 million loan from the Bank of Brazil (Wall Street Journal, Dec. 19, 1977).

*** May acquire Bluebird 1978.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Hiram Walker-Gooderham & Worts	Canada	2085	3	\$ 238	2	\$ 128	\$ 913	\$ 864	\$ 305	\$ 509	\$ 122-198
Holly Sugar		2063	3	410?	3	379?	151	221	221	221	221
Hormel (see George A. Hormel)											
Horn & Hardart		2011	1	93?	1	82?	26	48	48	0	0
Host International		5812 (2017)	1	16	1	5	110	208	208 E	---	---
Hubbard Milling	private	2041	3	249	3	217	---	150-300	150-300	150-300	150-300
Hygrade* (see Hanson Trust)							73	389	370	363-373	340-350
I. Klayman	private	2011	1	106	1	93	---	---	---	---	---
IC Industries		3300 (2086)	18	607	1	104	2,243	1,505	1,470 E	149	149
Idle Wild Foods**		2011	1	74?	1	65?	44	335	335	335 F	335 F
Illini Beef Packers		2011		NA?		NA?	17	162	162	162	162
Illinois Central Industries (see IC Industries)											
Imasco***	Canada	2111 (2038)	2	\$ 22	2	\$ 22?	\$ 384	\$ 647	\$ 135-170	\$ 485	\$ 125-150
Imperial (Tobacco) Group#	U.K.	2100	4	303	4	260	2,541	3,435	235	3,000	236
Imperial Sugar	private	2062	1	204	1	224	27	183	183	183	183
Indiana Farm Bureau	coop	NA		---		---	217	695	695	---	---
International Flavors and Fragrances		2087	4	94	2	50	230	74	70	70	20-40
International Multifoods		2041	12	236	6	209?	300	801	511	555-694	323-407
International Proteins		5146 (2077)		---		---	40	81	---	---	---
International Telephone and Telegraph	U.S.?	3999 (2051)	67	4,043	6	1,451	10,408	13,967	6,800 ^C	1,416	1,295 ^C
Interstate Brands†		2051	2	408	2	345	111	422	422	422	422

* Full merger was expected to take place in 1976, but was over 80 percent held by Hanson in March 1975.

** The result of a 1974 merger of National Beef Packing and Chicago Dressed Beef.

Imperial Foods is a part of Imperial (Tobacco) Group, U.K.'s sixth largest company.

† In 1977, 93% of voting stock was owned by DPF, Inc.

*** Though not listed as a subsidiary, apparently controlled by British-American Tobacco through a large minority holding.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Iowa Beef		2011	1	\$1,149?	1	\$1,011?	\$ 230	\$1,805	\$1,805	\$1,805	\$1,805
Iroquois Brands		2082	4	61	3	34	30	46	46	34	34
IU International*		2026	10	391	2	205	2,109	1,823	1,370	280	280 EQ
J. Aron	private	2062	1	98	1	108	---	---	---	---	---
J.O. Jewell ***	private	2016	1	130	1	153	---	153 E	---	---	153 E
J. Lyons	U.K.	2099	11	138	9	116	661	1,25?	267	1,092	267
J.-M. Poultry** (see Imperial Group)											
J.M. Smucker		2033	6	86	6	65?	---	111	111	111	111
J.R. Simplot	private	2038	5	227	2	170?	---	347 P	347 E	347 E	347 E
Jackson Packing	private	2011	1	98	1	86	---	---	---	---	---
James Beam Distillers (see Brown-Forman Distillers; acquired 1966)											
Jenny O Foods	private	2017	1	\$130	1	\$ 36	\$ ---	\$ ---	\$ ---	\$ ---	\$ ---
Jenos	private	2038	1	81	1	115	---	---	---	---	---
Jewel		5411 (2051)	3	273	3	207	770	2,818	2,818	254	254
Jiffy Foods	private	2011	2	89	2	92	---	---	---	---	---
Jim Walter		2952 (2061)	42	1,056	2	155?	1,039	1,256	1,216 E	73	73
Joan of Arc		2013	3	123	3	101	---	86	86	86	86 E
John Morrell (see United Brands)											
John W. Eshelman?	private	2048	1	226?	1	167	---	---	---	---	---
Jones Dairy Farm	private	2011?	1	95	1	84	---	---	---	---	---
Joseph E. Seagram (see Seagram)							1,564	1,530 ^a	1,300 ^a	750-850	750-850
Joseph Schlitz		2082	5	869	4	740	670	923	923	897-914	897-914
Kane-Miller		2011	11	752	11	624	176	658	658	619	619

* IU's "Farm Best" interests were sold to Munford, Inc. in late 1975 (formerly Jackson-Atlantic). In 1977, Farmbest Foods had about \$100 million sales. Munford's \$347 million. Munford in 1978 is attempting to sell the division's 5 plants.

** Formerly owned by Pillsbury Co.

*** Being acquired by Cagle's in 1977.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				----- Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Kansas Beef Ind. (see MBPXL; merged September 1974)											
Keebler (see United Biscuit)											
Kellogg		2043	7	\$ 971	7	\$ 634	\$ 680	\$1,214	\$ 750-800	\$1,214	\$700-750
Knox Gelatin (see Unilever)											
Knudsen		2026	2	73?	2	69?	87	288	288	265	265
Kohl (see British-American Tobacco; acquired October 1972)											
Kraftco*		2022	23	2,776?	15	2,402	1,667	4,857	3,929	4,735-4,760	3,165
Krause Milling	private	2041	1	81	1	73	---	---	---	---	---
Krey Packing	private	2011	1	201	1	177	---	135	135	135 Q	135 EQ
Kroger		5411 (2051)	8	376?	8	363?	1,085	5,339	5,339	855-915	855-915
L.O. Schreiber Cheese	private	2022	1	169	1	185	---	195	195	195 Q	195 EQ
Lake-to-Lake Dairy	coop	2022	3	92	3	81	---	66	66	66 E	66 E
Lance		2052	1	\$ 64?	1	\$ 77	\$ 77	\$ 141	\$ 141	\$ 124	\$ 124
Land O'Lakes ***	coop	2021	10	951	10	641	312	1,124	1,124	850-1,000	850-1,000
Landmark, Inc.	coop	NA		---		---	120	392	392	---	---
Larsen		2033	1	37	1	22	30	58	58	58	58
Lauhoff Grain	private	2041	2	118	2	105	---	---	---	---	---
Lea & Perrins (see Imperial Tobacco)											
Lehigh Valley	coop	2026	1	184?	1	208?	33	85	85	85	85
Lever Bros. (see Unilever)											
Libby, McNiel & Libby# (see Nestlé)											
Liggett & Myers**		2111	12	721	8	647	642	680	676	503-551	503-551
Lipton (see Unilever)											

* Annual report includes Canada in domestic sales, but we have subtracted the sales of Dominion Dairies, Ltd., Kraftco's principal Canadian subsidiary now called Kraft Corp.

Became wholly owned subsidiary of Nestlé in March 1976, but was majority-owned from November 1970.

** Now called the Liggett Group.

*** A federated cooperative; its food processing sales include products made in plants owned by member cooperative (cf., Lake-to-Lake Dairy) but marketed by the central organization; food processing done in Land O'Lakes' own plants amounted to about \$300-350 million in 1975.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Loews**		6311 (2111)	4	\$ 586	2?	\$ 514	\$ 5,799	\$ 2,702	\$2,575-2,650	\$ 511 E	\$ 475-500
Loma Linda		2075	2	88	2	92	---	---	---	---	---
Lorillard (see Loews; acquired 1968)											
LTV		3399 (2011)	35	5,204?	7	1,842	1,963	4,313	4,298	2,078 E	2,063 E
Lucky Breweries*	private	2082	1	94	1	84	---	---	---	---	---
Lundy Packing	private	2011	1	127	1	111	---	---	---	---	---
Lykes Bros. of Florida	private	2011	3	248	2	202	---	175	175	175 Q	175 EQ
Lyons (see J. Lyons)											
M.J.B.	private	2095	3	139	2	123	---	---	---	---	---
Macke		5141 (2052)	2	78	2	85 ?	82	177	177	0	0
Marathon Cheese	private	2022	1	103	1	94	---	103	103	103 Q	103 Q
Marhoeffer Packing		2011	2	190?	2	167?	18	122	122	122	122
Mars***	private	2047	3	\$ 441	3	\$ 441	\$ ---	\$ 625 P	\$325-475	\$625 E	\$ 441E
Marshall Durbin	private	2016	3	101	3	104	---	---	---	---	---
Martha White (see Beatrice; acquired 1975)											
Maryland Cup		2654 (2052)	7	391	3	91	203	265	215-250	80-160	64-144
MBPXL [†]		2011	1	704	1	620	99	709	692	610	610
McCormick		2087	6	353	4	280	162	251	218	208-215	175-182
MEI		2086		---		---	---	86	86	86 E	86 E
MFA Milling (see Missouri Farmers Assn.)											
MFC Services	coop	2016	3	60	3	57	76	164	164	---	---
Miami Margarine	private	2079	1	105	1	135	---	---	---	---	---
Michigan Sugar		2061	1	46	1	65	42	84	84	84	84
Mid-America Dairymen	coop	2021	4	365	4	265?	120	637	637	635 E	635 E

* Formerly General Brewing; largely acquired by John Labatt, Ltd., a Canadian brewer, in 1958. Subsequently bought by Paul Kalmanovitz. See also Falstaff.

** Loews has consolidated the assets and sales of CNA Financial Corp., acquired December 1974.

*** In 1972, had U.K. sales of £ 158 or \$370; for FY 1975, "Advertising Age" (August 29, 1977) estimated \$660 million total sales.

† The result of a merger of Missouri Beef Packers and Kansas Beef Industries in 1974.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				----- Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Mid South Packers*	private	2011	1	\$ 103	1	\$ 101	\$ ---	\$ ---	\$ ---	\$ ---	\$ ---
Midland Coop	coop	2048	3	3837	1	247	108	280	280	27-59	27-59
Miles Laboratories		2834 (2032)	8	361	2	41	346	414	294	46-92	45-90
Miller Brewing (see Phillip Morris)											
Missouri Farmers Assn.	coop	2048	5	208	3	182	160	462	462	192E	132E
Monfort of Colorado		2011	1	274	1	241	117	298	298	298	298
Moorman Manufacturing	private	2048	1	244?	1	180?	---	380	380	380 Q	380 Q
Morgan Packing	private	2032	2	128	2	114 ?	---	---	---	---	---
Morrell (see United Brands)											
Morton-Norwich		2834 (2099)	8	482	2	253	460	564	446	242	188 (incl. salt)
Mrs. Baird's Bakeries	private	2051	1	89	1	86	---	---	---	---	---
Mrs. Smith's Pie (see Kellogg)											
Nabisco		2052	20	\$1,635	10	\$1,519?	\$1,014	\$1,971	\$1,390	\$1,470-1,660	\$975-1,110
National Brewing (see Carling O'Keefe; acquired November 1975)											
National Can		3411 (2030)	10	806	4	104	416	799	600-780	152 E	152 E
National Distillers and Chemicals		2085	14	906.	3	292?	1,024	929	799	213-229	170-183
National Fruit Product	private	2033	2	83	2	28	---	---	---	---	---
National Grape Coop Assn. (see Welch Food)											
National Industries		2026	12	324	4	241	281	766	766	205	205
National Starch		2046	7	256	1	71	214	282	209	110	39-103
National Sugar (see R.S.N. Projects; acquired December 1975)											
National Tea** (see George Weston; acquired 1969)							---	1,472	1,472 E	---	---
Nestlé ***	Switzer- land	2095	16	1,362	12	1,112	5,141	6,953	1,343-1,500	6,615	1,348 E
New England Fish (see Nichiro Gogyo Kaisha)											

* Acquired by Bluebird 1977.

** Still 16% publicly owned; other 84% owned through Loblaw subsidiary.

*** Nestlé, Inc. alone had 1975 sales of \$840 million (1976 sales of \$1,000 million). The sales of Libby, McNeill & Libby (\$508 million in 1975) are also consolidated.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				----- Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Neuhoff Bros. Packers*		2011	1	\$ 190?	1	\$ 167?	\$ 12	\$ 76	\$ 76	\$ 76	\$ 76
Nichiro Gyogyo Kaisha	Japan	2091	3	49**	3	45**	---	---	---	---	---
NL Industries		3341 (2076)	40	1,713	1	102?	1,059	1,279	972	0 E	0 E
Norbest	coop	2016		---		---	11	111	111	0	0
North Pacific Grain Growers	coop	NA		---		---	10	260	260	0	0
Norton Simon***		2000	20	1,663	10	811	1,356	1,790 E	1,410 E	1,071-1,116	960-1,060
Ocean Spray Cranberries	coop	2033	1	25?	1	15?	75	95	95	95	95
Ogden		3731 (2033)	12	514	1	87	926	1,491	1,433-1,447	145	107-109
Olympia		2082	2	235	1	201	69	206	206	206 E	206 E
Orange-Co		NA		---		---	72	65	65	39	39
Oscar Mayer		2013	3	1,843?	3	1,607?	310	1,055	980-1,025	1,055	1,029 Q
P. & S. Rice Mills	private	NA		\$ ---		\$ ---	\$ ---	\$ ---	\$ ---	\$ ---	\$ ---
Pabst Brewing		2082	4	569	2	478	315	525	525	525	525
Packerland International#	private	2011	1	179	1	158?	---	262 P	262 E	262 E	262 E
Paul Masson (see Seagram)											
Peavey		2041	4	258	3	222	206	506	---	299-309	299-309
Peet Packing	private	2011	1	206?	1	181?	---	62	62	62 Q	62 Q
Penn Oairies		2026	2	75?	2	84?	13	48	48	48 E	48 E
PepsiCo		2087	10	894?	5	754?	1,364	2,321	1,765	1,720-1,770	1,240-1,300
Perdue (see A.W. Perdue)											
Pet		2020	17	1,149	12	837	477	1,011	950-970	662	659
Peter Paul		2066	3	110	3	100	33	87	83-85	87	83-85
Phillip Morris		2111	12	1,364	3	956?	3,134	2,564	1,916	2,332	1,684

Includes operations of A. Frankenthal & Sons.

* 60% acquired by Mickleberry Corp. in May 1976.

** Does not include substantial Alaskan fish processing.

*** Includes Wakefield, which was divested in late 1975.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				-----Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Pillsbury		2045	10	\$ 800	8	\$ 882	\$ 671	\$1,422	\$ 1,289	\$ 733-838	\$ 600-705
Pillsbury Poultry* (see Imperial Group)			.								
Pioneer Foods		2044	2	57	2?	53	32	66	46	54	54
Planters Manufacturing	private	2075	1	83	1	177 ?	---	---	---	---	---
Pollio Dairy	private	2022	1	85	1	77	---	---	---	---	---
Prairie Farms Dairy	coop	2026	3	95	3	65	29	136	136	?	?
Procter & Gamble		2841 (2079)	13	2,884	5	655?	3,653	6,513	4,560-5,210	1,565-1,630	1,175-1,225
Producers Grain	coop	2048	1	8	1	6	48	351	351	---	---
Progresso Foods (see Imasco)											
Publicker Industries		2085	5	204	1	62?	147	212	180-196	158	126-142
PVO International		2079	2	274?	2	340?	56	155	130-132	117-123	94-98
Quaker Oats		2043	14	901	8	594	855	1,473	1,050	1,007	751
R.J. Reynolds		2111	16	\$2,452	9	\$1,938	\$3,297	\$3,529	\$2,875	\$2,135-2,166	\$1,807-1,846
R.S.N. Projects**	private	2062	2	280	2	305	---	251	251 E	251 F	251 E
R.T. French (see Reckitt & Coleman)											
Rainier***		2082	2	44	2	43	---	---	---	---	---
Ralston Purina		2048	9	2,202	8	1,964	1,377	3,149	2,390	2,130-2,261	1,841-1,956
Rapid-American		2300 (2085)	21	838	3	193?	1,480	2,296	2,262 E	316-632	316-632
Rath Packers (incl. Stark Wetzel)		2013	3	490	3	612?	53	399	399	399	399
RCA		3662 (2038)	23	2,505	5	300	3,728	4,816	3,960	234-281	234-281
Reckitt & Colman	U.K.	2099	5	104	5	76	360	747	142-152	334	142-152
Rheingold (see Choc Full O'Nuts; acquired March 1974)											
Rice Growers Assn.	coop	2044	1	102	1	97	41	164	164	160 Q	160 Q

* Formerly owned by Pillsbury.

** Sold to private interests ("Nuna, Inc.") in 1976; formerly National Sugar.

*** 48% owned by Molson Companies, Ltd. of Canada, but brewery acquired by G. Heileman 1977 for \$9 million. Molson continues to own Robert Mondavi wine.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				----- Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Piceland Foods*	coop	2044	2	\$ 542?	2	\$ 542	\$ 111	\$ 462	\$ 462	\$ 455	\$ 455 Q
Riviana Foods**		2044	9	339	7	319	223	462	378	415	340
Pockingham Poultry	coop	2016	2	98?	2	102?	17	50	50	50 E	50 E
Roegelien Provision	private	2011	1	116	1	102	---	---	---	---	---
Rothmans of Pall Mall***	Canada	2082	3	318	3	251	404	526	149	521	149
Royal Crown Cola		2086	9	232	3	157	113	257	229-241	202	170-186
Russell Stover		2065	1	91	1	75	55	93	93	84-88	84-88
S.M.S. Industries	private	2011	1	79	1	70	---	---	---	---	---
S. & W. Fine Foods (see Imasco)											
Safeway Stores		5411 (2079)	12	447	12	463	1,575	9,717	7,865	390-1,165	390-1,165
Sandoz	Switzer-land	2865 (2099)	5	360	1	22	558	1,200 E	234 E	250 E	40 E
Savannah Foods & Ind.		2062	2	\$ 334	2	\$ 354	\$ 108	\$ 354	\$ 354	\$ 319-350	\$ 319-350
Schaefer (see F. & M. Schaefer)											
Schenley# (see Rapid-American; acquired before 1972)							---	790	---	790	---
Schlitz (see Joseph Schlitz)											
Schludenberg-Kurdle		2011	1	127	1	111	19	113	118	118	118
Schmidt (see C. Schmidt)											
Schreiber (see L.O. Schreiber Cheese)											
SCM		3572 (2079)	32	1,263	6	301	704	1,332	1,119	320	290-320
Sea Pass Processing (see British-American Tobacco)											
Seaboard Allied Milling†		2041	2	93?	1	78?	101	293	298	298 F	298 F
Seabrook Foods (see Springs Mills; acquired March 1973)											

* Includes Arkansas Rice Growers Association.

** Acquired by Colgate-Palmolive in 1976.

*** Rothmans of Pall Mall Canada is 83 percent owned by Rothmans of Canada, Ltd., which has announced its intention to reduce its share to 50 percent.

Rapid-American is reported to be willing to sell this subsidiary (WSJ, 1/20/77).

† Was expected to acquire Tobin Packing in early 1976.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				----- Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Seagram*	Canada	2085	4	\$ 692	3	\$ 466?	\$2,161	\$1,092	\$ 940	\$ 936	\$ 790
Seaway Seafoods		2075?	1	110	1	121 ?	---	---	---	---	---
Seitz Packers	private	2011	2	114	2	99	---	---	---	---	---
Seneca Foods		2033	3	58	2	36?	---	148	148 E	85-100	85-100
Seven-Up		2086	1	15?	1	13?	126	214	185	178-188	149-159
Sherwin Williams		2851 (2075)	11	872	1	146 ?	553	867	---	---	---
Sigman Meat	private	2011	1	110	1	97	---	---	---	---	---
Simmons Cotton Oil	private	2048?	2	108	2	82	---	---	---	---	---
Simplot (see J.R. Simplot)											
Smart & Final Iris**		5140 (2095)	1	135?	1	137?	60	315	315	---	0 E
Smith Kline		2834 (2023)	7	494	2	81	580	589	407	31-62	31-62
Smithfield Foods		2013	4	\$ 283?	3	\$ 249?	\$ 30	\$ 138	\$ 138	\$ 127	\$ 127
Smucker (see J.M. Smucker)											
Southdown		2082?	7	323	4	283	268	284 ^b	284 ^b	194 ^b	194 ^b
Southern Biscuit (see George Weston)											
Southern Industries		3273 (2048)	7	59	1	12	76	84	84	0	0
Southern States	coop	2048	3	33	2	13?	165	316	316	73	73
Southland		5411 (2026)	4	339	4	312	537	1,790	1,629	312-317	312-317
Spencer Foods		2011	1	22	1	19?	53	444	444	429	429
Springs Mills		2211 (2037)	9	771	2	152	411	543	465-490	121	121
Squibb		2833 (2067)	10	765	5	142	1,169	1,111	722	229	150-182
Staley (see A.E. Staley)											
Standard Brands		2095	13	1,202	10	1,059	947	1,800	1,271 E	1,705-1,780	1,130-1,200

* Formerly Distillers Corporation—Seagrams Limited. Joseph E. Seagram is its primary U.S. subsidiary.

** A subsidiary of Thriftmart, Inc., a California supermarket chain; public data for Thriftmart.

Company ¹	Ownership ²	Principal (Food) Industry ³	E.I.S. ⁴				Public ⁵				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Standard Milling		2041	2	\$ 108?	1	\$ 94?	\$ 17	\$ 55	\$ 55 E	\$ 27-44	\$ 27-44
Stark Wetzel (see Rath Packing; acquired November*1974)											
Stauffer Chemical		2869 (2023)	17	1,018	1	53	967	950	822	51	51
Stokely-Van Kamp		2033	7	702?	6	514	239	470	447-461	470	447-461
Stouffer (see Nestlé; acquired March 1973)											
Stroh Brewery †	private	2082	2	169	1	137	---	200 ^b	200 ^b	200 ^b	200 ^b
SuCrest*		2062	4	234	4	250	105	302	278	278	278
Sugar Cane Growers Coop of Florida	coop	2061	1	106	1	148	65	112	112	112 E	112 E
Sugardale Foods**		2011	1	211	1	186	10	100	100	100 Q	100 Q
Sun Harbor	private	2047	1	123	1	152	---	152 E	---	---	152 E
Sunkist Growers	coop	2037	2	83	2	56	122	483	483	---	---
Sunnyland Foods	private	2011	2	\$ 266?	2	\$ 229?	\$ ---	\$ 160	\$ 160	\$ 160 Q	\$ 160 Q
Sunsweet Growers	coop	2034	1	75?	1	59	35	51	51	50	50
Superiors Brand Meats	private	2011	1	211	1	186	---	150	150	150 Q	150 Q
Swift (see Esmark)											
Tasty Baking		2051	7	111	2	83	52	146	146 E	51-79	51-79
Tate & Lyle	U.K.	2060		NA		NA	1,670	2,803	44-66	926	0
Taylor Wine ***		2084	1	49	1	42	---	---	---	---	---
Tenneco		3999 (2065)	34	2,528	1	2	6,584	5,738	---	---	---
Tetley Tea (see J. Lyons†)							---	77	77	77	77
Texas Farm Products		2048	1	89	1	66	---	---	---	---	---
Textron		3331 (2076)	58	3,193?	5	97	1,433	2,459	2,140	23-77	23-77
TFI Companies		2005		NA		NA	---	149	149	48 E	48 E

* SuCrest sold its sugar division in 1977; (sugar accounts for 75% of its sales) and changed its name to Ingredient Technology Corp.

** Merged with Superiors Brand Meats, February 1976. Became Morison's Restaurants, March 1976.

† In 1975, "Forbes" reported \$275 million total sales, but this may include excise taxes. Sales are estimated from 1975 barrels sold (5,133,000), assuming \$53.00 per bbl.

‡ Bought by Liggett & Myers 1976.

*** Acquired by Coca Cola in 1977.

Company ¹	Ownership ²	Principal (Food) Industry ³	----- E.I.S. ⁴ -----				----- Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Thomas J. Lipton (see Unilever)			\$		\$		\$ 249	\$ 466	\$ 466	\$ 466	\$ 466
Tillie Lewis Foods (see Ogden)											
Tobin Packing		2011	1	407?	1	358 ?	21	105	105	105	105
Topps Chewing Gum		2067	1	56	1	55	23	57	57	57	57
Tri County Coop	coop	2075	1	115?	1	127?	---	---	---	---	---
Tri-Valley Growers	coop	2033	2	182	2	116	148	159	159	159	159
Tropicana		2033	3	128?	1	62?	107	163	163	163	163
Tyson Foods		2016	4	196	4	133	59	170	170	170	170
Unilever *	U.K./Nether-lands	2841 (2000)	6	921	6	218?	4,524	13,645	1,297-1,345	8630	1,204-1,279
Union Equity Coop Exchange	coop	NA		NA		NA	127	614	614	---	---
United Biscuit	U.K.	2052	3	303	3	365	300	372	268	872 E	268
United Brands		2011	13	\$ 2,016	8	\$ 1,789?	\$ 1,089	\$ 2,187	\$ 1,538 ^C	\$ 1,388-1,428	\$ 1,289-1,323
United Dairies		2026	2	98	2	84	---	---	---	---	---
United Dairyman's Assn.**	coop	2026	2	28	2	28?	41	187	187	187	187
United Foods		2037	3	262?	3	217?	82	99	99	97	97
United States Sugar		2061	1	125	1	175	203	192	192	182	182
United States Tobacco		2131	6	83	3	51	135	138	---	115	115 E
UNIVAR		5161 (2046)	6	350	3	224	190	560	540-545	161	161
Universal Foods		2099	3	145	3	135	70	151	151	112-118	112-118
Universal Leaf Tobacco		2141	3	372	1	329	237	617	416	586	363 E
U & I***		2263	1	207	1	181	162	200	200	200	200
Val Decker Packing	private	2011	1	95	1	84	---	---	---	---	---
Valleydale Packers	private	2011	1	169	1	148	---	300	300	300 Q	300 EQ

* Unilever is composed of two parts, Unilever Ltd. (U.K.) and Unilever N.V. (Netherlands), contractually linked and managed as one unit. "Advertising Age" (8/29/77) estimates 1975 U.S. sales at \$1,213 million, but this does not include imports.

** Formerly Consolidated Dairy Products.

*** Formerly Utah and Idaho Sugar Co.; controlled by the Corporation of the President of the Church of Latter-Day Saints.

Company ¹	Ownership ²	Principal (Food) Industry ³	-----E.I.S. ⁴ -----				-----Public ⁵ -----				
			Mfg. Ind.	Mfg. Sales	Food Ind.	U.S. Food Sales	Assets	Sales	U.S. Sales	Food Sales	U.S. Food Sales
Valmac Industries		2016	3	\$ 184	3	\$ 105	\$ 106	\$ 157	\$ 157 E	\$ 140	\$ 140
Van Brode Milling	private	2043	2	97	1	52	---	---	---	---	---
Van de Kamps Bakery (see General Host; acquired 1957)											
Vita Food Products (see British-American Tobacco; acquired January 1969)											
W.R. Grace*		2869 (2092)	40	1,631	7	357?	2,524	3,529	2,297	662-682	191
Ward Foods***		2051	12	542	12	477	146	467	428-452	467	428-452
Warner-Lambert		2834 (2067)	13	1,398	2	187?	1,808	2,172	1,238	478	298-328
Welch Food **	coop	2033	2	117?	2	72	79	158	158	158	158
West Tennessee Packers	private	2011	1	153	1	134	---	134 E	---	---	134 E
Western Farmers Assn.	coop	2037	4	77	4	39	67	152	152	---	---
Weston Biscuit (see George Weston)											
Widmer's Wine Cellars (see J. Lyons)											
Wisconsin Dairies#	coop	2022					\$ 29	\$154	\$154	\$154	\$154
Wm. Underwood	private	2013	1	\$ 15	1	\$ 12	---	140-190	140-190	140-190	140-190
Wm. Wrigley		2067	2	198	2	193	215	340	---	326-333	290 E
Wilson (see LTV)											
Winn-Dixie		5411 (2052)	8	67	6	50	510	3,266	---	---	---
Wometco Enterprises		2086	2	29	2	26?	215	181	---	63	50-60
Wrigley (see Wm. Wrigley)											

* The Frederick Flick Group of Germany has a minority interest.

** National Grape Cooperative.

*** In 1976, Ward sold its baking business; its principal industry is now candy, but also has a large sales in milk and meat.

Estimate from Wall Street Journal, August 15, 1977. Apparently part of Land O'Lakes federation.

NOTES TO LIST

- 1/ Companies estimated by one or more source to have had \$75 million or more in U.S. sales from food and tobacco processing only. Majority owned subsidiaries of foreign or domestic companies are consolidated under the parent company's name. Suffixes like "Co.", "Corp.", "Inc.", and the like are omitted.
 - 2/ Most companies are publicly held, U.S. headquartered corporations; in these cases this column is blank. Firms that are privately or cooperatively owned are so indicated. Firms incorporated or headquartered outside the U.S. have the name of the country listed.
 - 3/ The four digit Standard Industrial Classification (SIC) code of the single industry accounting for the largest amount of sales is shown. For highly diversified companies (viz., those with no single 4 digit SIC or 3 digit SIC accounting for roughly 10-20 percent of sales, according to the E.I.S. data), a 3 digit SIC (in some cases 2 digit SIC) code is substituted, followed by trailing zeros. Firms whose major 3 or 4 digit SIC activity is not in the food or tobacco major industry group have two codes given, the first its principal line of business, the second (in parentheses) its principal food or tobacco line of business.
 - 4/ These data are derived from a tape purchased from Economic Information Services, Inc. of New York. The numbers of industries are the number of different 4 digit SIC categories in which the firms had plants with 20 or more employees in 1975. Manufacturing includes all 20 through 39 major SIC industries; food and tobacco includes only 20, 21, and salt. All sales from EIS cover the continental U.S. only, including exports, are apparently net of sales and excise taxes, and are expressed in millions of current U.S. dollars.
 - 5/ The main sources are company annual reports or SEC form 10-Ks for fiscal years ending between August 1975 and July 1976, thus covering the calendar year 1975 to the extent possible. When no precise figure was obtainable, a fairly accurate estimate (E) was made or a range is indicated. All figures are in millions of U.S. dollars, net of excise and sales taxes, and generally include all majority owned subsidiaries. Food and tobacco processing includes only SIC 20 plus 21 shipments and excludes agricultural, food service, and unintegrated wholesaling operations. Dashes indicate no data available. Data on cooperatives are taken from member reports or from the Farmer Cooperative Service's "Financial Profile Study -- 1975-76". For six small private companies, total sales were assumed to be the same as their estimated U.S. food processing sales (the six were: Coastal Freezing, Colonial Provisions, Hartsville Oil, J.D. Jewell, Sun Harbor, and West Tennessee Packers).
- E a point estimate, probably accurate to within 1 or 2 percent
- Q an estimate resulting from informal telephone or written inquiries to the companies
- F an estimate taken from "Food Processing" magazine, the December 1975 or 1976 issues; includes SIC 01, 02, 20 and food service operations
- P an estimate of total 1975 sales of private companies taken from "Forbes Magazine", November 1, 1976 issue
- ? questionable estimates
- a apparently includes excise taxes
- b a rough correction has been made for the effects of excise duties
- c includes Canadian sales

APPENDIX B

LIST OF THE 200 LARGEST
FOOD AND TOBACCO PROCESSING COMPANIES IN 1975

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----		-----million dollars----			
0179	2033	Castle & Cooke		843	157-190
2011	2011	Colonial Provisions	private	121	121
2011	2011	Dinner Bell Foods		132	132
2011	2011	Dubuque Packing	private	850	850
2011	2011	E.M.G.E. Packing	private	155-160	155-160
2011	2011	Esmark		4,740	3,259-3,303
2011	2011	Flavorland Industries		380	380
2011	2011	Frederick & Herrud		355	355
2011	2011	General Host		668	513-518
2011	2011	Glover		155	155
2011	2011	Greyhound		3,748	2,392
2011	2011	Idle Wild Foods		335	335
2011	2011	Illini Beef Packers		162	162
2011	2011	Iowa Beef Processors		1,805	1,805
2011	2011	Kane-Miller		658	619
2011	2011	Krey	private	135	135
2011	2011	Lykes Bros. of Florida	private	175	175
2011	2011	Marhoeffer Packing		122	122
2011	2011	MBPXL		709	610
2011	2011	Montfort of Colorado		298	298
2011	2011	Packerland International	private	262	262
2011	2011	Spencer Foods		444	429
2011	2011	Sunnyland Packing	private	160	160
2011	2011	Superior Brand Meats	private	150	150
2011	2011	United Brands		2,187	1,289-1,323
2011	2011	Valleydale Packers	private	300	300
2011	2011	West Tennessee Packers	private	134	134

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----				-----million dollars-----	
2013	2013	Bluebird		403	403
2013	2013	Geo. A. Hormel		996	987
2013	2013	Hanson Trust (Hygrade Food Products)	U.K.	825	340-350
2013	2013	Oscar Mayer		1,055	1,029
2013	2013	Rath Packing		399	399
2013	2013	Smithfield Foods		138	129
2016	2016	Federal		539	486
2016	2016	J. D. Jewell	private	153	153
2016	2016	Perdue Foods	private	175	175
2016	2016	Tyson Foods		170	170
2016	2016	Valmac Industries		157	140
2017	2017	Cagles		136	136
202X	202X	Beatrice		4,691	2,662-2,766
202X	202X	Borden		3,367	2,050
202X	202X	Carnation		2,075	1,553-1,624
202X	202X	Pet		1,011	659
2021	2021	Land O' Lakes	coop	1,124	850-1,000
2021	2021	Mid America Dairymen	coop	637	635
2022	2022	Kraftco		4,857	3,165
2022	2022	L.D. Schreiber Cheese	private	195	195
2023	2023	Associated Milk Producers	coop	1,479	346-361

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----			-----million dollars-----		
2026	2026	Dairylea Cooperative	coop	364	194-214
2026	2026	Dean Foods		279	254-279
2026	2026	Fairmont Foods		515	315-320
2026	2026	H.P. Hood	private	430	430
2026	2026	IU International		1,823	280
2026	2026	Knudsen		288	265
2026	2026	National Industries		766	205
2026	2026	United Dairymens Association	coop	187	187
203X	203X	Campbell Soup		1,546	1,300
2032	2032	Gerber Products		372	300-315
2032	2032	H.J. Heinz		1,882	1,117
2033	2033	California Cannery and Growers	coop	203	203
2033	2033	Del Monte		1,430	776-796
2033	2033	Green Giant		455	320
2033	2033	National Grape Cooperative	coop	158	158
2033	2033	Stokeley-Van Camp		470	447-461
2033	2033	Tri/Valley Growers	coop	159	159
2033	2033	Tropicana Products		163	163
2038	2038	J.R. Simplot	private	347	347

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----			-----million dollars-----		
2041	2041	Con Agra	private	546	518-530
2041	2041	Hubbard Milling		150-300	150-300
2041	2041	International Multifoods		801	323-407
2041	2041	Peavey		506	299-309
2041	2041	Seaboard Allied Milling		298	298
2043	2043	General Mills		2,645	1,300-1,470
2043	2043	Kellogg		1,214	700-750
2043	2043	Quaker Oats		1,473	751
2044	2044	Rice Growers	coop	164	160
2044	2044	Riceland Foods	coop	462	455
2044	2044	Riviana Foods		462	340
2045	2045	Pillsbury		1,422	600-705
2046	2046	A.E. Staley Manufacturing	private	777	700
2046	2046	American Maize-Products		235	232
2046	2046	CPC International		2,742	1,031-1,079
2046	2046	Grain Processing		245	245
2047	2047	Mars	private	625	441
2047	2047	Sun Harbor Industries	private	152	152
2048	2048	Missouri Farmers Association	coop	462	182
2043	2048	Moorman Manufacturing	private	380	390
2048	2048	Ralston Purina		3,149	1,841-1,956

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----			-- ----million dollars----		
2051	2051	American Bakeries		417	405-413
2051	2051	Campbell Taggart		668	628-648
2051	2051	Flowers Industries		179	179
2051	2051	Interstate Brands		422	422
2051	2051	Ward Foods		467	428-452
2052	2052	Lance		141	124
2052	2052	Nabisco		1,971	975-1,110
2052	2052	United Biscuits (Keebler)	U.K.	872	268
206X	206X	Amstar		1,119	976-996
2061	2061	United States Sugar		192	182
2062	2062	California & Hawaiian Sugar Refinery	coop	536	536
2062	2062	Imperial Sugar	private	183	183
2062	2062	R.S.N. Projects	private	251	251
2062	2062	Savannah Foods & Industries		354	319-350
2062	2062	SuCrest		302	278
2063	2063	Amalgamated Sugar		178	178
2063	2063	American Crystal Sugar	coop	252	252
2063	2063	Great Western United		529	490
2063	2063	Holly Sugar		221	221
2063	2063	U and I		200	200

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----		-----million dollars-----			
2066	2066	Hershey Foods		568	480-500
2067	2067	Wm. Wrigley		340	290
2075	2075	Archer-Daniels-Midland		1,621	1,240-1,256
2075	2075	Central Soya		1,789	1,063-1,083
2075	2075	Coastal Freezing	private	152	152
2075	2075	Gold Kist	coop	912	631
2075	2075	Hartsville Oil Mill	private	188	188
2079	2079	Anderson, Clayton		1,281	580-585
2082	2082	Adolph Coors		520	463-478
2082	2082	Anheuser-Busch		1,645	1,550
2082	2082	C. Schmidt & Sons	private	130	130
2082	2082	Chock Full O'Nuts		163	140
2082	2082	F. & M. Schaeffer		234	234
2082	2082	Falstaff Brewing		180	180
2082	2082	G. Heileman Brewing		189	178
2082	2082	Jos. Schlitz Brewing		923	897-914
2082	2082	Olympia Brewing		206	206
2082	2082	Pabst Brewing		525	525
2082	2082	Rothmans of Pall Mall Canada	Canada <u>4/</u>	526	149
2082	2082	Southdown		284	194
2082	2082	Stroh Brewery	private	200	200
2084	2084	Coca-Cola Bottling of New York		256	233
2084	2084	E. & J. Gallo	private	400	400

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----			----million dollars----		
2085	2085	Brown-Forman Distillers		205	130-142
2085	2085	Glenmore Distillers		187	148
2085	2085	Heublein		1,282	879-1,023
2085	2085	Hiram Walker-Gooderham & Worts	Canada	864	122-198
2085	2085	National Distillers and Chemicals		929	170-183
2085	2085	Publicker Industries		212	126-142
2085	2085	Seagram	Canada	1,092	790
2086	2086	Associated Coca-Cola Bottling		157	157
2086	2086	Coca-Cola Bottling of Los Angeles		142	142
2086	2086	Dr. Pepper		138	130-135
2086	2086	Royal Crown Cola		257	170-186
2086	2086	Seven-up		214	149-159
2087	2087	Coca-Cola		2,873	1,584-1,616
2087	2087	McCormick & Co.		251	175-182
2087	2087	Pepsico		2,321	1,240-1,300
2091	2091	C.H.B. Foods	private	149	149
2095	2095	General Foods		3,978	2,617-2,667
2095	2095	Nestle Alimentana	Switzerland	6,953	1,348
2095	2095	Standard Brands		1,800	1,130-1,200
2099	2099	J. Lyons & Co.	U.K.	1,252	267
2099	2099	Reckitt & Coleman	U.K.	747	142-152
20XX	20XX	Consolidated Foods		2,755	1,025-1,238
20XX	20XX	Norton Simon		1,790	960-1,060

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----				-----million dollars----	
21XX	21XX	Imperial Group	U.K.	3,435	236
2111	2111	American Brands		2,570	1,196
2111	2111	British-American Tobacco	U.K.	5,560	449
2111	2038	Imasco	Canada	647	125-150
2111	2111	Figgett & Myers		680	503-551
2111	2111	Phillip Morris		2,564	1,684
2111	2111	R.J. Reynolds		3,529	1,807-1,846
2141	2141	Dibrell Bros.		209	193
2141	2141	Universal Leaf Tobacco		617	363
23XX	2085	Rapid-American		2,296	316-632
2833	2067	Squibb		1,111	150-182
2834	2023	Abbott Laboratories		941	123
2034	2032	American Home Products		2,409	485-505
2034	2099	Morton-Norwich		564	188
2034	2067	Warner-Lambert		2,172	298-328
2841	2079	Proctor & Gamble		6,513	1,175-1,225
2841	20XX	Unilever	U.K. <u>5/</u>	13,645	1,204-1,279
2844	2033	Chesebrough-Pond's		675	140
2869	2092	W.R. Grace		3,529	191
33XX	2086	IC Industries		1,505	149

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----			-----million dollars-----		
3411	203X	National Can		799	152
3572	2079	SCM		1,332	290-320
3662	2038	RCA		3,728	234-281
39XX	2121	Gulf & Western		3,396	145-205
39XX	2051	International Telephone & Telegraph		13,967	1,295
39XX	2011	LTV		4,313	2,063
5122	2026	Foremost-McKesson		2,553	457
5153	2075	Cargill	private	10,800	1,355
5153	2047	Continental Grain	private	5,000+	645
5153	2075	Cook Industries		488	179
5153	2083	Farmers Union Grain Terminal Assn.	coop	1,162	305
5161	2046	Univar		560	161
5170	2048	Farmland Industries	coop	1,509	433
5194	2121	General Cigar		340	129
52XX	2033	Agway	coop	1,415	423-453
5311	203X	Amfac		1,134	277

Table B1 -- The 200 largest U.S. food and tobacco processing companies, by their principal industry, 1975

Principal industry <u>1/</u>	Principal food or tobacco industry <u>2/</u>	Company name	Ownership status <u>3/</u>	Company sales 1975	
				Total	U.S. food and tobacco manufacturing
-----SIC no.-----			-----million dollars----		
5411	2011	American Stores	Canada	3,207	194
5411	2052	George Western		5,407	90-155
5411	2051	Great Atlantic & Pacific Tea		6,538	654
5411	2051	Jewel Companies		2,818	254
5411	2051	Kroger		5,339	855-915
5411	2079	Safeway Stores		9,717	390-1,165
5411	2026	Southland		1,790	312-317
57	2086	General Cinema			
6311	2111	Loews		2,702	475-500

Source: Connor and Mather (1978)

^{1/} The industry accounting for the most 1975 company sales. If no four-digit industry accounted for at least 10 to 20 percent of total sales, then the largest three-digit major industry (e.g., 202X) or largest two-digit major industry group (e.g., 20XX) is given instead.

^{2/} The food or tobacco manufacturing industry with the largest amount of company sales in U.S. in 1975. If principal industry is within SIC 20 or 21, then this industry is the same.

^{3/} If foreign-owned, name of country is given. If U.S.-owned, whether private, agricultural cooperative, or publicly owned corporations. Public U.S. corporations left blank.

^{4/} Ultimate parent may be the Rembrandt Group of South Africa.

^{5/} Unilever is jointly based: Unilever, Ltd. in the U.K. and Unilever, N.V. in the Netherlands.

APPENDIX C

FIRMS BY SIZE

APPENDIX C

THE 200 LARGEST FOOD AND TOBACCO PROCESSING FIRMS, RANKED BY THEIR U.S. FOOD AND TOBACCO PROCESSING SALES, 1975

Table C1 -- The 200 largest food and tobacco processing firms, ranked by their U.S. food and tobacco processing sales, 1975

Rank	Company name	Estimated U.S. food and tobacco processing sales*	Rank	Company name	Estimated U.S. food and tobacco processing sales*
1	Esmark Inc.	3281	26	Standard Brands	1165
2	Kraftco Corp.	3165	27	Consolidated Foods Corp.	1132
3	Beatrice Foods Co.	2714	28	H. J. Heinz Co.	1117
4	General Foods Corp.	2642	29	Central Soya	1073
5	Greyhound Corp.	2392	30	C.P.C. International Inc.	1055
6	L.T.V. Corp.	2063	31	Nabisco Inc.	1043
7	Borden Inc.	2050	32	Oscar Mayer & Co.	1029
8	Ralston Purina	1899	33	Norton Simon, Inc.	1010
9	R.J. Reynolds Industries Inc.	1827	34	Geo. A. Hormel & Co.	987
10	Iowa Beef Processors Inc.	1805	35	Amstar Corp.	986
11	Phillip Morris Inc.	1684	36	Heublein Inc.	951
12	Coca-Cola Co.	1600	37	Land O'Lakes	925
13	Carnation Co.	1589	38	Jos. Schlitz Brewing Co.	906
14	Anheuser-Busch Inc.	1550	39	Kroger Co.	985
15	General Mills Inc.	1385	40	Oubuque Packing Co.	850
16	Cargill Inc.	1355	41	Seagram Company Ltd.	790
17	Nestlé Alimentana S.A.	1348	42	Oel Monte Corp.	786
18	United Brands	1306	43	Safeway Stores Inc.	778
19	Campbell Soup Co.	1300	44	Quaker Oats Co.	751
20	ITT	1295	45	Kellogg Co.	725
21	Pepsico Inc.	1270	46	A.E. Staley Manufacturing Co.	700
22	Archer-Daniels-Midland Co.	1248	47	Pet Inc.	659
23	Unilever	1242	48	Great Atlantic and Pacific Tea Co.	654
24	Procter & Gamble Co.	1200	49	Pillsbury Co.	653
25	American Brands Inc.	1165	50	Continental Grain Co.	645

*These figures represent millions of dollars

APPENDIX C

THE 200 LARGEST FOOD AND TOBACCO PROCESSING FIRMS, RANKED BY THEIR U.S. FOOD AND TOBACCO PROCESSING SALES, 1975

Table C1 -- The 200 largest food and tobacco processing firms, ranked by their U.S. food and tobacco processing sales, 1975

Rank	Company name	Estimated U.S. food and tobacco processing sales *	Rank	Company name	Estimated U.S. food and tobacco processing sales *
51	Campbell Taggart Inc.	638	76	Farmland Industries Inc.	433
52	Mid America Dairymen Inc.	635	77	H.P. Hood Inc.	430
53	Gold Kist Inc.	631	78	Spencer Foods Inc.	429
54	Kane-Miller Corp.	619	79	Interstate Brands Corp.	429
55	M.B.P.X.L. Corp.	610	80	American Bakeries Co.	409
56	Anderson, Clayton & Co.	583	81	Bluebird Inc.	403
57	Calif. & Hawaiian Sugar Ref. Corp. Inc.	536	82	E. & J. Gallo Winery	400
58	Liggett & Myers Inc.	527	83	Rath Packing Company	399
59	Pabst Brewing Co.	525	84	Moorman Manufacturing Co. Inc.	380
60	Conagra Inc.	524	85	Flavorland Industries Inc.	380
61	General Host Corp.	516	86	International Multifoods Corp.	365
62	American Home Products Corp.	495	87	Universal Leaf Tobacco Co. Inc.	363
63	Hershey Foods Corp.	490	88	Frederick & Herrud Inc.	355
64	Great Western United Corp.	490	89	Associated Milk Producers	354
65	Loews Corp.	488	90	J. R. Simplot	347
66	Federal Co.	486	91	Hanson Trust (Hygrade Food Products)	345
67	Rapid-American Corp.	474	92	Riviana Foods Inc.	340
68	Adolph Coors Co.	471	93	Savannah Foods & Industries Inc.	335
69	Foremost-McKesson Inc.	457	94	Idle Wild Foods, Inc.	335
70	Riceland Foods Inc.	455	95	Green Giant Co.	320
71	Stokely-Van Camp Inc.	454	96	Fairmont Foods Co.	318
72	British American Tobacco	449	97	Southland Corp.	315
73	Mars Inc.	441	98	Warner-Lambert Co.	313
74	Ward Foods Inc.	440	99	Gerber Products Co.	308
75	Agway Inc.	438	100	S.C.M. Corp.	305

*These figures represent millions of dollars

APPENDIX C

THE 200 LARGEST FOOD AND TOBACCO PROCESSING FIRMS, RANKED BY THEIR U.S. FOOD AND TOBACCO PROCESSING SALES, 1975

Table C1 -- The 200 largest food and tobacco processing firms, ranked by their U.S. food and tobacco processing sales, 1975

Rank	Company name	Estimated U.S. : food and tobacco : processing sales *	Rank	Company name	Estimated U.S. : food and tobacco : processing sales*
101	Farmers Union Grain Terminal Assn.	305	126	Olympia Brewing Co.	206
102	Peavey Co.	304	127	National Industries Inc.	205
103	Valleydale Packers Inc.	300	128	Dairylea Cooperative Inc.	204
104	Seaboard Allied Milling Corp.	298	129	California Cannery and Growers	203
105	Monfort of Colorado Inc.	298	130	U. and I. Inc.	200
106	Wm. Wrigley Jr. Co.	290	131	Stroh Brewery	200
107	I.U. International Corp.	280	132	L.D. Schreiber Cheese Co.	195
108	Sucrest Corp.	278	133	Southdown, Inc.	194
109	A.M.F.A.C., Inc.	277	134	American Stores Co.	194
110	United Biscuits Ltd. (Keebler)	268	135	Dibrell Brothers Inc.	193
111	J. Lyons & Co. Ltd.	267	136	W. R. Grace & Co.	191
112	Dean Foods Co.	267	137	Morton-Norwich Products, Inc.	188
113	Knudsen Corp.	265	138	Hartsville Oil Mill Inc.	188
114	Packerland International	262	139	United Dairymen Association	187
115	RCA Corporation	258	140	Imperial Sugar Co.	183
116	Jewel Companies Inc.	254	141	United States Sugar Corp.	182
117	American Crystal Sugar Co.	252	142	Missouri Farmers Association	182
118	R. S. N. Projects Inc.	251	143	Falstaff Brewing Corp.	180
119	Grain Processing Corp.	245	144	McCormick & Co. Inc.	179
120	Imperial Group Ltd.	236	145	Flowers Industries, Inc.	179
121	F. & M. Schaefer Corp.	234	146	Cook Industries, Inc.	179
122	Coca-Cola Bottling Company of New York	233	147	Royal Crown Cola Co.	178
123	American Maize-Products Co.	232	148	General Cinema	178
124	Hubbard Milling Co.	225	149	G. Heileman Brewing Co. Inc.	178
125	Holly Sugar Corporation	221	150	Amalgamated Sugar Co.	178

*These figures represent millions of dollars

APPENDIX C

THE 200 LARGEST FOOD AND TOBACCO PROCESSING FIRMS, RANKED BY THEIR U.S. FOOD AND TOBACCO PROCESSING SALES, 1975

Table C1 -- The 200 largest food and tobacco processing firms, ranked by their U.S. food and tobacco processing sales, 1975

Rank	Company name	Estimated U.S. food and tobacco processing sales *	Rank	Company name	Estimated U.S. food and tobacco processing sales *
151	National Distillers and Chemical Corp.	177	176	I.C. Industries Inc.	149
152	Perdue Foods Inc.	175	177	C.H.B. Foods Inc.	149
153	Lykes Bros. Inc. of Florida	175	178	Glenmore Distillers Co.	148
154	Gulf & Western Industries Inc.	175	179	Reckitt & Coleman Ltd.	147
155	Castle & Cooke Inc.	174	180	Coca-Cola Bottling Los Angeles	142
156	Tyson Foods, Inc.	170	181	Valmac Industries Inc.	140
157	Squibb Corp.	166	182	Chock Full O Nuts Corp.	140
158	Tropicana Products, Inc.	163	183	Chesebrough-Ponds	140
159	Illini Beef Packers, Inc.	162	184	Imasco Ltd.	138
160	Univar Corp.	161	185	Cagles Inc.	136
161	Sunnyland Packing Co.	160	186	Brown-Foreman Distillers Corp.	136
162	Rice Growers Association	160	187	Krey Packing Co.	135
163	Hiram Walker-Gooderham & Worts Ltd.	160	188	West Tennessee Packers	134
164	TRI/Valley Growers	159	189	Publicker Industries Inc.	134
165	National Grape Cooperative Assoc., Inc.	158	190	Dr. Pepper Co.	133
166	Associated Coca-Cola Bottling Co.	157	191	Dinner Bell Foods Inc.	132
167	Glover Inc.	155	192	C. Schmidt & Sons	130
168	E.M.G.E. Packing Co.	155	193	General Cigar Co.	129
169	Seven-up Co.	154	194	Smithfield Foods Inc.	127
170	J.D. Jewell	153	195	Lance Inc.	124
171	Sun Harbor Ind.	152	196	George Weston	123
172	National Can Corp.	152	197	Abbott Laboratories	123
173	Coastal Freezing Inc.	152	198	Springs Mills, Inc.	122
174	Superior Brand Meats Inc.	150	199	Marhoefer Packing Co. Inc.	122
175	Rothmans of Pall Mall Canada	149	200	Colonial Provisions	121

*These figures represent millions of dollars

APPENDIX D

GUIDELINES FOR TRANSLATING 1975 LNA FOOD PRODUCT CLASSES TO 1972 SIC CATEGORIES

APPENDIX D

GUIDELINES FOR TRANSLATING 1975 LNA FOOD PRODUCT
CLASSES TO 1972 SIC CATEGORIES

LNA Product Class	SIC Code*	Description*
F 111		Sugar, Syrups, and Jellies
	2061	Raw cane sugar (<u>producer good</u>)
	2062	Sugar, refined, from sugar cane (<u>see Appendix A for list</u>)
	2063	Sugar, refined, from beets (<u>see Appendix A for list</u>)
	20993	Syrups, Molasses
	20338	Jams, Jellies, and Preserves
	20460-03	Corn syrup (use 20460-07 if unspecified)
to	20460-07	
	20460-16	Corn sugar
	20460-18	
	20460-07	High fructose corn syrup
F 112		Shortening and Oils
	2074	Vegetable Oils (<u>producer goods</u>), <u>except 2075 298</u>
to	2076	
	2077	Animal and Marine Fats and Oils (<u>producer goods</u>)
	20791	Shortening and Cooking Oils
	20792-01	Margarine
F 113		Flour and Prepared Baking Mixes & Ingredients
	20411	Flour and Other Grain Mill Products (<u>Assume that flour ingredient is wheat flour unless stated otherwise.</u>)
	20415	<u>Use 20455 instead</u>
	20455	Blended and Prepared Flour (<u>see F115</u>)
	20455-68	Other prepared flour mixes, <u>incl. corn meal mixes</u>
	20455-7	Refrigerated doughs: e.g., <u>bread, bread-type rolls,</u> including dinner, sweet, Danish, pizza, cookie, biscuit, pancake, etc.
	20413	Corn meal
	20381-15	<u>Frozen pie crust shells</u>
F 114		Seasonings, Spices, and Extracts
	20342-11	Soup mixes (dried, dehydrated, freeze-dried), <u>broth,</u> <u>boullion</u>
	20999-31	Pepper, seasoned pepper
	20999-38	Seasonings, other spices
	20999-39	<u>Salt</u>
	20871-11	Liquid flavoring extracts, such as vanilla, rum, or
	20871-53	<u>citrus</u>
	20840	<u>Cooking wine</u>

*Underscored items are special codes and instructions which may deviate somewhat from standard SIC usage.

LNA
 Product SIC
 Class Code* Description*

F 115 Desserts and Dessert Ingredients

20240-51 Water Ices
 20240-71 Mellorine and other non-butterfat frozen desserts
 20262-63 Whipped toppings-butterfat base (primarily Reddi-Whip)
 20653-00 Packaged goods, incl. marshmallows and marshmallow creme
 20324-91 Mincemeat (canned)
 20999-11 Coconut
 20999-66 Whipped toppings - nonbutterfat ("non dairy")
 20999-93 Frosting mixes, incl. chocolate
 20991-13 Cornstarch base ready-to-mix desserts, incl. non-fruit
pastry fillings
 20991-53 Gelatin base ready-to-mix desserts, e.g. Jell-O
 20991-93 Other base desserts, incl. canned and refrigerated
puddings
 20381 Frozen pies and Other frozen baked goods
 20331 Canned fruit desserts, incl. pie filling
 20371 Frozen fruit desserts, incl. pie filling
 20415 Use 20455
 20455 Dessert flour mixes and refrigerated doughs not made
in flour mills, especially pancake, cookie, and cake
mixes and doughs
 20522 Cookies and ice cream cones
 20668-61 }
 20668-71 } Cocoa, powdered, incl. fudge mixes
 20998 Use 20668
 20338-61 Maraschino cherries
 20658-73 }
 to 20658-79 } Glacé, candied & crystallized fruits and nuts

F 116 Condiments, Pickles, and Relishes

20352 Pickles and pickled products, incl. relishes
 20996-52 Vinegar (or 20996-54)
 20353-11 Prepared mustard
 20353-51 Meat sauces, incl. soy, worcestershire, etc.
 20336-21 Catsup
 20331-73 Olives, plain and stuffed
 20332-73 Pimientos
 20332-81 Artichokes, in oil not salted water
 20331-28 Cranberries, cranberry sauce (canned)
 20333-21 Mushrooms, in oil not salted water

F 117 Sauces, Gravies, Dips

20336-61 Tomato paste
 20336-13 Tomato sauce, incl. canned spaghetti sauce
 20336-91 Tomato puree
 20336-81 Bar-B-Que sauces
 26262-45 Dips
 20341-39 Dried vegetable mixes, e.g., spaghetti sauce mix, sloppy
joe mix, gravy mix, etc.
 20752-98 Meat and fish extenders and substitutes--vegetable based

LNA

Product Class	SIC Code*	Description*
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F 118 Salad Dressings and Mayonnaise

20354		Mayonnaise, salad dressings, and sandwich spreads
20262-45		<u>Miracle Whip (Kraftco)</u>

F 119 Miscellaneous Ingredients

20262-43	Coffee creamer - dairy	} not 20231-23
20262-43	<u>Coffee creamer - nondairy</u>	
20460-33	Cornstarch	
20994-11	Baking powder <u>and baking soda</u>	
20994-33	Yeast	
26668-94	Chocolate syrups (<u>for cooking, toppings</u>)	
26668-92	Use 26669-94	
20752-98	<u>Meat extenders - vegetable based</u>	
20455-68	<u>Batter mix</u>	
20341-39	<u>Salad mix</u>	
20668-71	<u>Shake mix, milk additive (esp. Nestlé)</u>	

F 121 Soups

20322	Canned soups (except frozen or seafood)
20342	Soup mixes, dried
20383-11	Frozen specialties, including soups
20910-31	Canned seafood soups, stews, chowders
20924-19	Other frozen seafoods, including soup, stews, chowders

F 122 Cereals

20430	Cereal breakfast foods, <u>except baby foods (20430-19)</u> <u>(see F 124)</u>
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F 123 Health and Dietary Foods

20240-95	Sherbert
20240-97	Ice Milk
20262-23	Skim milk and <u>artificial creamers</u>
20263	Cottage cheese
20430-19	<u>Breakfast bars</u>
20331-98	<u>Canned dietary</u> fruits
20332-98	<u>Canned dietary</u> vegetables
20354-29	<u>Low calorie</u> spoon-type dressings
20354-39	<u>Low calorie</u> pourable dressings
20412-17	Wheat germ
20860-28	} Low calorie soft drinks
20860-29	
20874	<u>Instant diet drink mixes (e.g., Carnation Instant Breakfast)</u>
20991	<u>Dietary desserts</u>
20000-00	<u>Diet foods, unspecified</u>

LNA
 Product SIC
 Class Code* Description*

F 124 Instant Foods

20321 Canned baby foods
 20430-19 Cereal breakfast foods, incl. baby foods

F 125 Macaroni, Spaghetti, Noodle Products, and Dinners

2098 Macaroni, spaghetti, noodle products
 20382-25 Frozen dinners which are macaroni, spaghetti, noodle based
 20324-61 }
 20324-62 } Canned dinners, consisting of SIC 2098-based
 20324-94 } products
 20324-95 }
 20980-99 Macaroni, spaghetti dry mix dinners, partially prepared
 20382-44 Frozen pizza

F 126 Other Dinners and Prepared Foods

20118 Use 20138
 20138-19 Canned stews with meat a prime ingredient
 20323-86 Chili con carne
 20382 }
 20383 } Frozen specialties, dinners, other than pasta-based
 20324 Canned specialties, dinners, except 20324-91
 20980-99 Partially prepared dry mix dinners (pasta based)
 20440-98 Partially prepared dry mix dinners (rice based)
 20924-19 Frozen fish dinners

F 127 Miscellaneous Prepared Foods

20999-44 Peanut butter
 20752-98 Meat substitutes, extenders
 20999-68 Other perishable prepared foods, including unfrozen
 meat pies, cole slaw
 20371-35 }
 20371-65 } Frozen fruit (see F 172)
 20874 Beverage powders
 20354-29 Sandwich spreads
 20999-63 Prepared, unfrozen salads
 20999-65 Prepared, unfrozen sandwiches
 20999-66 Nondairy, whipped toppings
 20999-85 Popping corn
 20999-91 Cracker sandwiches
 20522-21 Toaster pastries

F 131 Milk, Butter, and Eggs

20210-15 Creamery butter
 2023 Condensed, evaporated, dry milk
 20262 Fluid milk, milk products, dairy products
 20264 Buttermilk, chocolate drink, flavored milk products,
 incl. yogurt and eggnog
 20172 Eggs; liquid, dried, frozen only
 0252 Eggs; fresh

<u>LNA</u> <u>Product</u> <u>Class</u>	<u>SIC</u> <u>Code*</u>	<u>Description*</u>
F 132	Cheese	
	2022	Cheese, natural and processed, incl. cream cheese
	20263-13	Cottage cheese
F 133	Ice Cream and Sherbets	
	20234-12	Ice cream, ice milk, milkshake, and sherbet mix
	2024	Ice cream and frozen desserts
F 141	Citrus Fruits (primarily fresh)	
	<u>0174</u>	<u>Fresh citrus fruits</u>
F 142	Other Fruits (including Fresh Nuts)	
	<u>0171</u>	<u>Berry crops (fresh)</u>
	<u>0173</u>	<u>Tree nuts (fresh)</u>
	<u>0175</u>	<u>Fresh fruits, non citrus</u>
	<u>0179</u>	<u>Fruits and tree nuts, n.e.c.</u>
	20341	Fruits, sun or artificially dried
	20331	Canned fruits
F 143	Vegetables	
	20332	Canned vegetables
	20333	Canned hominy, mushrooms
	20372	Frozen vegetables
	0161	Fresh vegetables
	20341	<u>Dehydrated vegetables, except soup mixes (20342-11)</u>
	20341-31	<u>Dehydrated potatoes, instant mashed potatoes, potato flakes</u>
F 150	Meats. Poultry, Fish	
	2011	Meat products from meat packing plants
	20117	Use 20137
	20137	Sausage and similar products
	2016	Poultry, <u>except pies</u>
	2017	Use 2016, <u>except fried chicken (20171-27)</u>
	2091	Canned and cured seafoods, <u>except dinners</u>
	2092	Fresh or frozen fish
F 161	Bread and Rolls	
	<u>20511-11</u>	<u>Bread</u>
	20512	Rolls, buns, English muffins, raised biscuits, bread crumbs
	20513-13	Sweet yeast goods (donuts, coffee cake, sweet rolls, etc.)
	20381-15	Frozen baked goods (waffles, cookies, cakes, pastries, etc.) excluding bread and rolls
	20455	Refrigerated bread and roll dough

LNA

Product Class	SIC Code*	Description*
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F 162 Cakes, Pies, Pastries

20381	Frozen pies and other frozen baked goods
20455	Refrigerated doughs
20513 to 20517	Sweet yeast goods, soft cakes, pies, pastries, doughnuts

F 163 Cookies and Crackers

2052	Cookies and crackers, pretzels, biscuits, toaster pastries
20999-91	Cracker sandwiches
20455-73	Cookie dough

F 171 Coffee, Tea, Cocoa, and Derivatives

20951-15	Roasted coffee
20952-15	Concentrated coffee, "instant" coffee
20952-19	"Freeze-dried" coffee
20995	Tea in consumer packages
20668-61	Cocoa powder, <u>for drinks</u> , unsweetened
20668-71	Cocoa powder, <u>for drinks</u> , sweetened
20668-92	Use 20668-94
20668-94	Chocolate syrups, <u>for drinks</u>
20951-15	<u>Automatic filter coffee</u>

F 172 Fruit Juices

20334	Canned fruit juices, nectars, concentrates
20371	Frozen fruits, juices, and ades
20874	Fruit drink powders (e.g., Hawaiian Punch)

F 173 Vegetable Juices

20335	Canned vegetable juices
20874-38	Dry mix cocktails <u>(e.g., bloody mary mixes)</u>

F 180 Combination Copy and Grocery Store General Promotion

Choose primary product being advertised, if possible;
otherwise, code under company only on Card C-02.

F 211 Candy and Gum

2065	Confectionery products, candy
20662	Chocolate candy, bars, and confections
20657	Use 20662
2067	Chewing gum

F 212 Appetizers, Snacks, and Nuts

20658	Salted nuts, roasted nuts
20521	Crackers and pretzels
20992	Chips (potato, corn, etc.)

LNA

Product	SIC	
<u>Class</u>	<u>Code*</u>	<u>Description*</u>

F 212 Appetizers, Snacks, and Nuts (continued)

20381-15 Frozen baked goods, pastries, etc.

20383-11 Other frozen specialties

2065 } See F 211

2067 }

20999-91 Cracker sandwiches

20752-98 Blended, textured vegetable protein made into sticks,
chips, or crisps20900 Snacks, unspecified

F 221 Regular Carbonated Soft Drinks

2086 Bottled and canned soft drinks

20873 Producer good

F 222 Dietetic Carbonated Soft Drinks

20860-20 } Bottled and canned soft drinks
to 20860-29 }

F 223 Non-Carbonated Soft Drinks

20860-9 Fruit drinks and ades, liquid20874 Fruit drink powders

F 310 Beer

2082 Malt beverages, except 20824-9

20821-14 Beers, unspecified

20821-19 Ales, unspecified

20824-51 Malt liquors

F 320 Wine

20840-00 Wines, unspecified

20840-10 Table wines, unspecified (not sweet or sparkling)

20840-12 } Wines, incl. champagne, vermouth, etc.
to 20840-43 }

F 330 Liquor

20851 Use 2085320853 Distilled liquor, except brandy (assume rectified)

20840-65 Brandy

20840-85 Use 20840-6520853-25 Liquers, cordials

LNA

Product SIC

<u>Class</u>	<u>Code*</u>	<u>Description*</u>
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F 340 Miscellaneous Mixing Ingredients

20871	Liquid flavorings
20874-38	Dry mix cocktails
20872	Liquid beverage mixes, <u>for home use</u>

G 111 Cigarettes

21110-00	Cigarettes, unspecified as to type
21110-10	Filter cigarettes or both filter and nonfilter type
21110-50	Nonfilter cigarettes

G 112 Cigars and Tobacco

21210-10	Cigars
21310-10	Chewing tobacco
21310-07	Smoking tobacco
2141	Producer good

T 530 Dairy, Livestock, Poultry, and Livestock Feed

2048	Prepared feeds
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G 531 Pet Foods

20471-00	Pet foods, unspecified or dog and cat
20471-20	Dog food, unspecified
20471-21	Canned dog food
20471-25	Dry dog food and dog food "treats"
20471-31	Semimoist dog food
20471-40	Cat food, unspecified
20471-53	Dry cat food
20471-56	Semimoist cat food
20471-35	Frozen pet food
20472-51	Other pet foods
20472-61}	Specialty feeds
to 20472-69}	

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